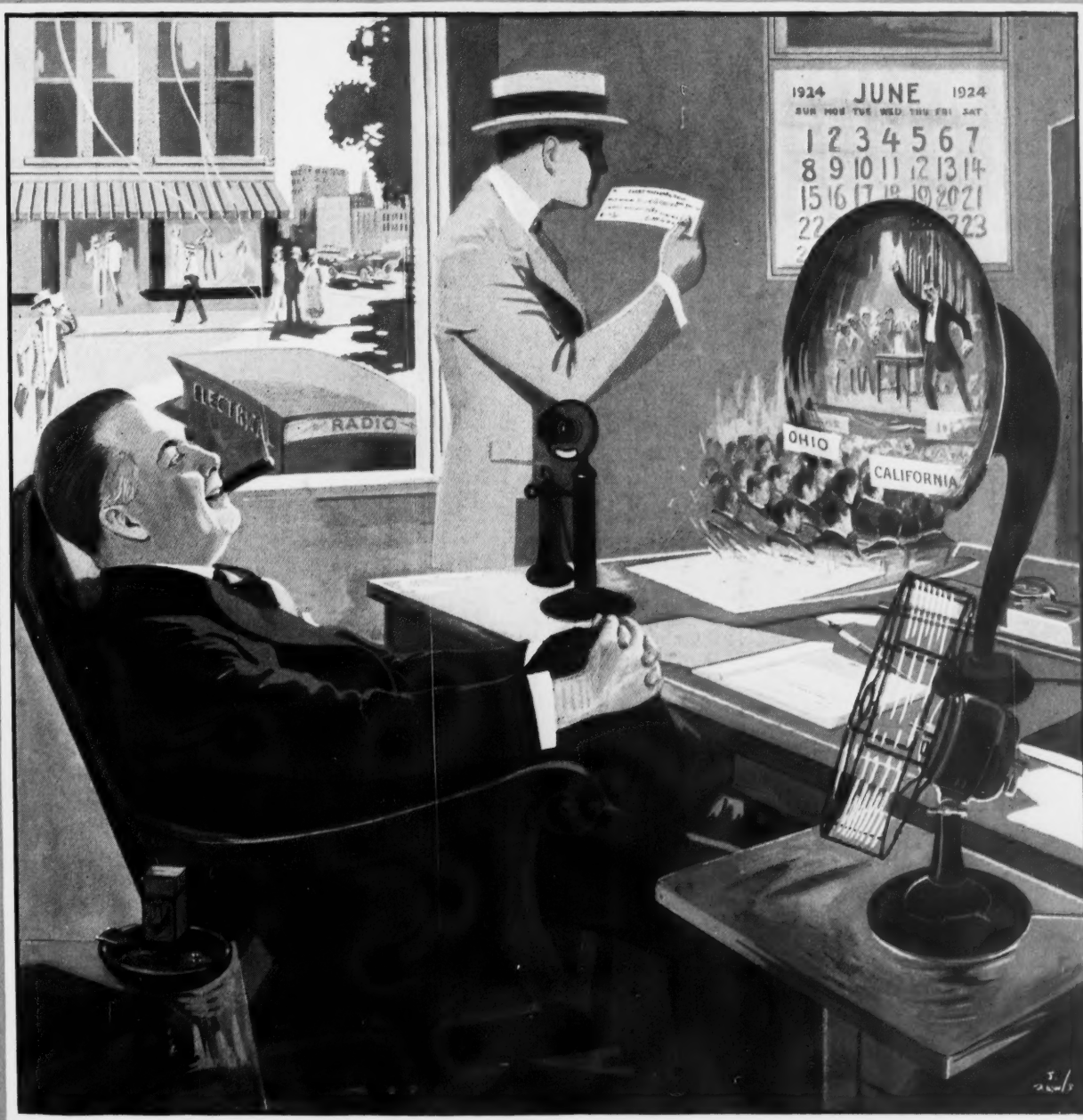


# Electrical Merchandising

The Business Magazine of the Electrical Trade



"Sell Him a Cool, Reserved Seat for the Big Political Conventions This Month—Via Radio"

World Leadership in  
less than Two Years

*Maytag*

See Page 23

Central-Station Methods That Move Merchandise  
How We Pulled Our Business Out of the Hole  
A Simple Business System for the Contractor

— in this issue

# The Big Three in 1924



**NO. 1976**

***Simplex De Luxe***  
ELECTRIC IRON

WITH the moulded green Bakelite handle, *unbreakable* all-steel plug and two-piece *Bakelite* lamp-socket plug. Dominates any display of Irons.

**\$6.75**

LIST

***Irresistible!***



**NO. 500**

***Simplex***  
ELECTRIC CORD-SET

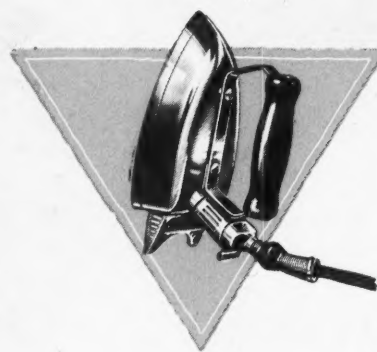
**NEW!** With the Simplex all-steel plug and Bakelite Ball-Grip, 6 ft. of heater cord and a two-piece *Bakelite* lamp-socket plug. Exactly as furnished with the De Luxe Iron.

Packed individually in 3-color cartons, 12 Cord-Sets in an attractive counter-display container.

**\$1.75**

LIST

***Unbreakable!***



**NO. 1961**

***Simplex Spartan***  
ELECTRIC IRON

**I**DENTICAL in finish and interior construction with De Luxe model. Has the new air-cooled terminal guard and rest-stand. And the new all-steel *unbreakable* plug! And only

**\$4.50**

The LIST

***Sensation of the year!***

—for bigger sales and quicker profits

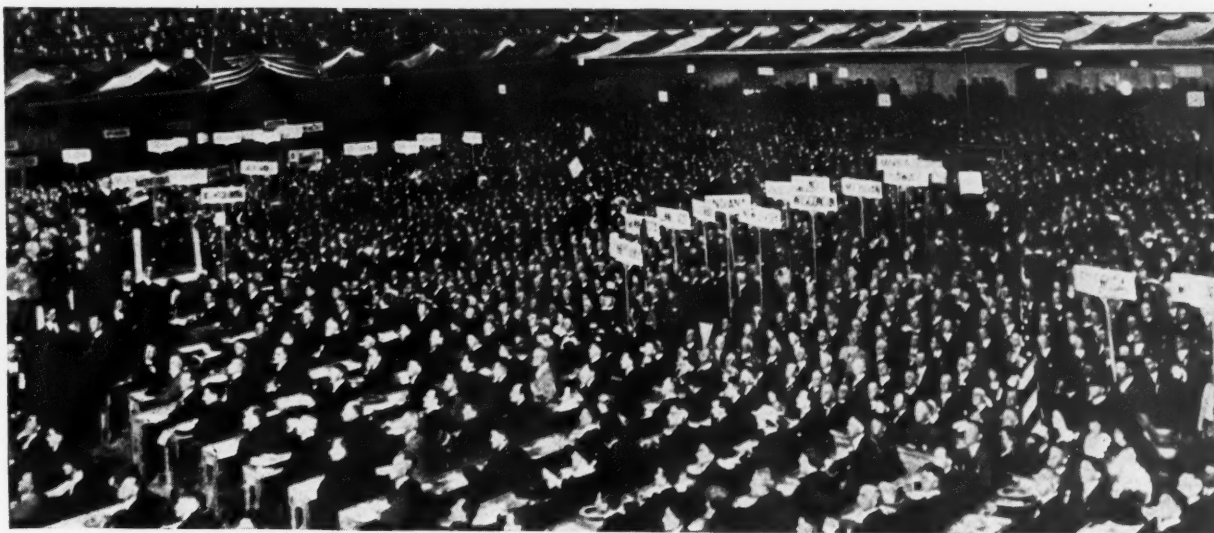
**SIMPLEX ELECTRIC HEATING COMPANY**

85 Sidney Street, Cambridge, Mass.

120 West 32nd Street, New York, N. Y.

15 So. Desplaines Street, Chicago, Ill.





### "Are You Selling Cool, Reserved Seats for These Big Political Conventions This Month—Via Radio?"

THIS month the radio trade is preparing to tie up with two of the biggest events ever "put on the air"—the Republican National Convention in Cleveland, June 10, and the Democratic National Convention in New York City, June 24. Some few thousand delegates—perhaps sweltering in the heat and confusion incident to such sessions—will attend in person; but millions of others, the business

man in the quiet of his office and the housewife in the comfort of her home, will weigh the merits of each party's platform in unbiased deliberation—thanks to radio. Dealers have, in these conventions, the keystone of a great sales drive. But door-to-door selling should be invoked. Read the story on page 4377 of this month's issue of how Bradley is making a success of house-to-house selling.

## Electrical Merchandising

Vol. 31

The Business Magazine of the Electrical Trade

No. 6

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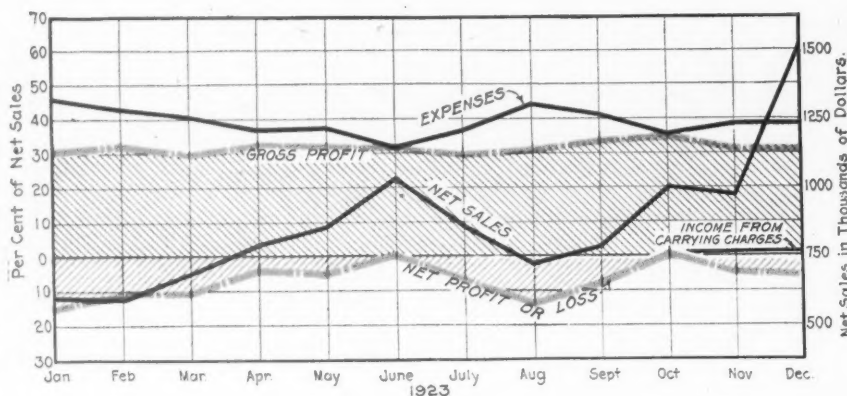
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## How Eleven Central Stations, on Their 1923 Merchandise Sales of \$10,000,000, Showed Net Loss of \$440,000—Having "Made Expenses" Only Two Months of Year

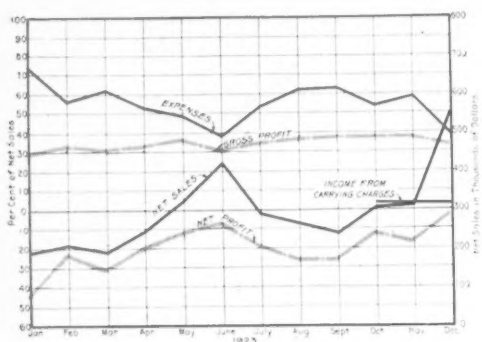
THESE charts show, month by month, the 1923 merchandising operations of eleven central-station companies, the large chart at the top being a composite of the other eleven. The figures were presented before the N. E. L. A. by its merchandising accounting committee, and are discussed in more detail on page 4356.

In all these charts the net sales of merchandise are expressed in thousands of dollars measured from the bottom of the charts as indicated at the right. Expense, "gross pro-

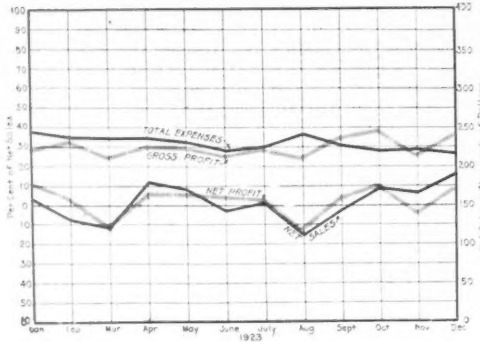


fit" or margin, and "net profit or loss" are all expressed in percentages of net sales, and are measured from a midway "zero line" as indicated at the left. Thus when the net profit line runs below this "zero line," a net loss is indicated.

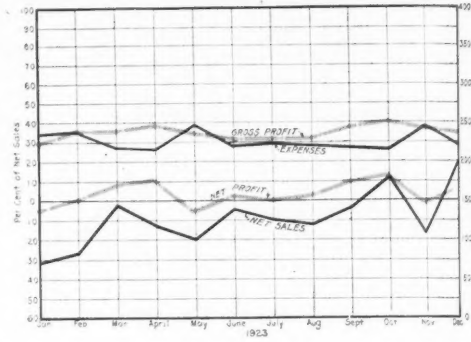
It will be noted that the net profit line for the large composite graph of the eleven companies, reached above the zero or "break-even" line only for the months of June and October, and for all other months indicated a net loss ranging from 15 to 5 per cent.



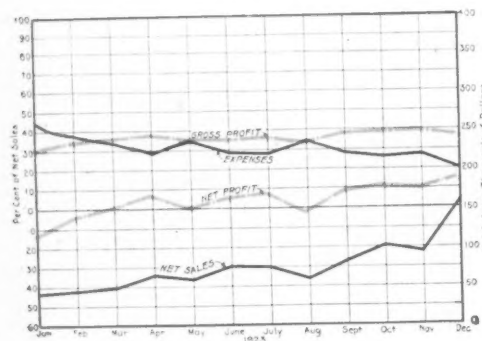
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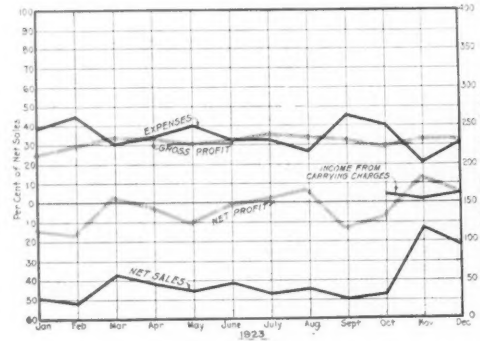
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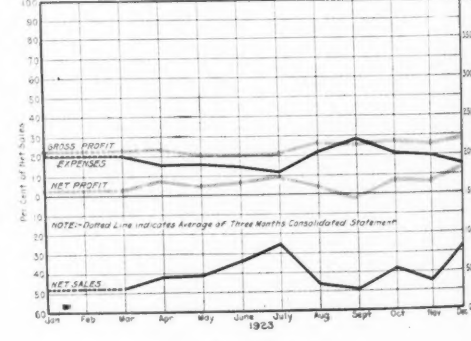
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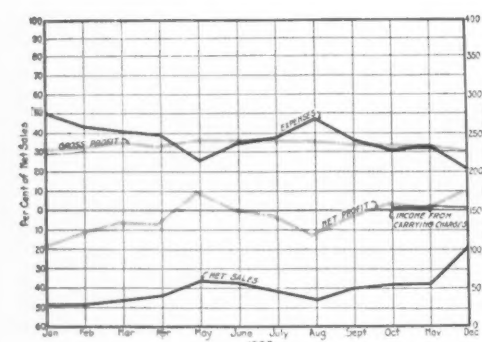
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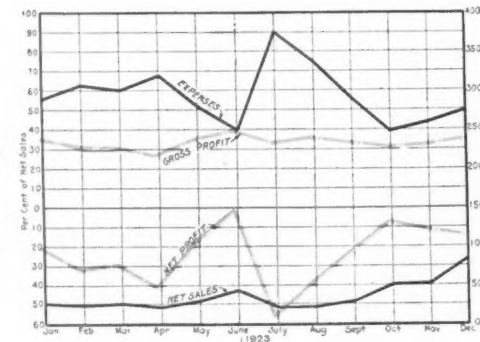
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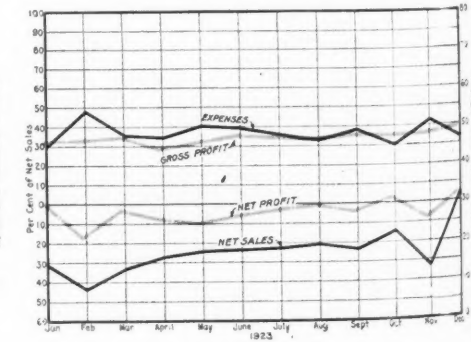
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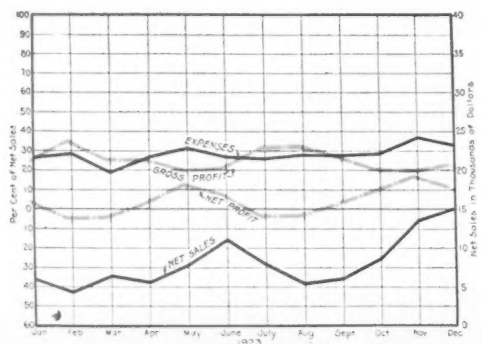
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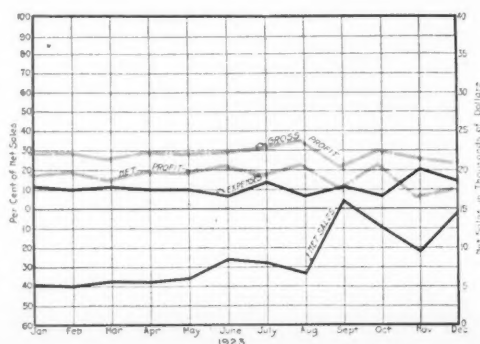
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COMPANY 10



COMPANY 11



# Electrical Merchandising

The Business Magazine of the Electrical Trade

Volume 31

June, 1924

Number 6

## Central Stations Waking to Merchandising Opportunities

Vast Unsaturated Market Cited by Commercial Leaders, at Atlantic City Convention of N.E.L.A.

—Central Station Activity Will Benefit All Groups

THAT the electric-light companies are awakening to the big selling job ahead of them and are preparing to put increased effort into the promotion of the electrical idea in their own communities—in ways that will also benefit local electrical dealers, contractors and jobbers—was evidenced in address after address presented before the convention of the National Electric Light Association at Atlantic City, May 20 to 23.

A keynote for the commercial sessions was sounded by Commercial Chairman Norman T. Wilcox, whose report is abstracted below. And a stirring picture of the merchandising opportunities before the electrical industry was presented by John F. Gilchrist, vice-president of the Commonwealth Edison Company, Chicago, in a powerful address before the accounting section, the text of which appears in part on the following pages.

### Put Sales Viewpoint in Fore

Charles J. Russell, vice-president of the Philadelphia Electric Company, called for greater authority in central-station management on the part of commercial departments. If we are to fill existing markets, he declared, there must be a prompt decision for increased commercial action, and increased commercial responsibility. Mr. Russell's demand for more intensive selling activity was endorsed by J. G. Barry, vice-president General Electric Company;

H. D. Shute, vice-president Westinghouse company, Frank A. Ketcham, general manager Western Electric Company, and T. O. Kennedy, vice-president Ohio Public Service Company.

James E. Davidson, president Nebraska Power Company, Omaha, Neb., outlined the plans of the Lighting Educational Committee to pro-

mote better home lighting, through a great national essay contest among school children during the coming Fall, as already described in *Electrical Merchandising*.

Much attention was given to the subject of promoting the "pioneer" devices, such as the electric range, electric water heater, and electric refrigerator, and the development of the central-station load from these classes of appliances was discussed from merchandising angles as well as energy consumption.

### Chairman Wilcox Pictures Waiting Market

"There are tremendous opportunities for development within reach today," declared Chairman Wilcox of the Commercial Section in his address to the convention.

"1. Economic service alone warrants an average income per residence customer three times as great as now obtained.

"2. The four or five million unwired homes that are close to existing lines should add a large amount to the possible income.

"3. The inevitable increase in population will materially augment these figures.

"4. Doubling or tripling of industrial loads is another large possibility.

"5. The possible doubling of uses of electric energy for lighting applications and service should at least double the existing income from lighting alone.



NORMAN T. WILCOX

Chairman Commercial Section, N. E. L. A.  
"Many electric-lighting companies are neglecting 80 per cent of the possibilities in their own residence fields—for lack of efficient salesmen and for lack of willingness to bid against other industries for real sales ability."

"6. In many situations the development of the off-peak electric truck will add materially to central station income.

"For the average company the residence business, if properly developed, can be made to furnish at least 50 per cent of company income. At present many central-station company managements seem obsessed by a desire to work along lines of least resistance, and to be content with about 20 per cent of the possible appliance sales.

"Many managements have yet to realize that they are practically neglect-

ing 80 per cent of the possibilities in the residence market, largely because they lack efficient salesmen, and because they are unwilling to bid for real sales ability in competition with other industries. This condition must be corrected before we can expect to keep pace with the development of the capacity of our industry.

"Many excellent devices now available for cookery, refrigeration and other household needs are worthy of better support by the central station. The proper selection and introduction

of these appliances will result in better and more adequate service and in large and continuous additions to the average kilowatt hours used by residence customers. But to do this we must have men.

"The time has now arrived when the largest gains in net earnings can be obtained by increasing gross earnings through the development of the selling end of our business. It is now profitable to direct our major attention to that big undeveloped field, the sales department."

## "We Need Appliance Prices and Discounts Sufficient to Give Dealers a Reasonable Profit"—Gilchrist

Average Independent Electrical Merchandiser Cannot Prosper on Present Margins, Declares Executive in Charge of Big Chicago Electric-Shops—Sees Possible Appliance Sales of \$40 per Year per Residence Customer\*

**A**N OUTSTANDING feature of the growth of the electrical-appliance business has been, and to a great extent still is, the disposition of the central stations to place appliances on their lines as load builders, with no thought to any very well defined merchandising policy—the statement even now being occasionally made that there is no reason why the utilities should desire to make a merchandise profit on these articles; that the proper plan is to sell them at cost or even below cost. In some cases they were given away—any method to get a large number of them known to the public. Bad features grew out of this practice, which are mainly the cause of the present situation. Manufacturers, understanding that the utility operators did not care to make a profit, established prices on their goods and advertised these prices widely, on a basis which would not permit of giving a price to the utility or dealer which would permit him to resell upon a profitable basis.

The bad effects from this policy were not discovered until operators began to realize that the best way to get a wide distribution of these appliances quickly was to sell them on a basis which would yield a reasonable profit on such activity considered as an independent business. A survey indicated that under present conditions, only in cases where the sale of appliances was carried on as a side issue to a larger business, could such a business be done.

### "Impossible for Average Business Man to Make a Go of Electrical Appliances"

In other words, it is impossible for the average business man, under average conditions, to establish a business exclusively devoted to the sale of electrical appliances and make a go of it. From coast to coast in this country today there is hardly an instance of such



JOHN F. GILCHRIST

Vice-president Commonwealth Edison Company, chairman Merchandising Policy Committee, N.E.L.A.

a business being successfully conducted independently of other businesses, and the few that, because they are managed by men of very superior ability, are apparently successful, are not making anywhere near the amount of money which the same brains and energy devoted to most of the old-line businesses would result in.

Think of it! Here is a situation where there are 10,000,000 places of abode electrically equipped, each of which is a potential market for the sale of at least \$500 worth of useful labor-saving electrical appliances, an aggregate of \$5,000,000,000 of business. Yet the utilities and manufacturers who are most interested, are letting this business drift along in a condition under which (with the education, demonstration and servicing required

in the sale of these articles constituting an expense in excess of the expenses of the ordinary business) the independent dealer cannot buy the goods cheaply enough so that he can sell them at the advertised price of the manufacturer and pay his expenses, without experiencing a heavy loss.

### A Potential Market Amounting to \$500 per Home

If the importance to humanity of these devices is understood and if it is accepted that it is the utility companies' responsibility to educate the people as to their usefulness, and to devise a plan of distribution which will result in the growth of the use of these articles, we may perhaps speculate a little on the question of the size of the business, what it can be developed into, and what policies should be adopted in its conduct. Any home which can afford the use of electricity for light, cannot afford to be without these labor-saving devices in the performance of the ordinary household duties and in the satisfaction of the ordinary requirements of the habitation of civilized man. If production of these devices were increased to a volume which would fill the wants of those users of electricity who should now be using them, and the cost thus reduced as much as possible, it would still be such that the retail prices of the devices which each home should have would aggregate in excess of \$500.

### Present Sales Run Barely \$10 per Customer

No survey is available, as far as I know, of the value of the average number of these devices in the homes of a typical community at the present time, but, in view of the fact that, with a few exceptions, the utilities which are most aggressively exploiting the sale of such appliances are not selling more than \$10 worth per residence customer, per annum, it is fair to assume that an exceedingly small percentage of

\*From the address by Mr. Gilchrist before the accounting section, N. E. L. A., Atlantic City, May 21.



homes are completely equipped with the devices which should be in every home today. The market should be very good and there should be selling annually in every community a volume of this business aggregating \$30, or \$40, or \$50, per electricity-using residence, instead of the very small volume which is being purchased and used.

In communities where there are 25,000 residence customers there should be annual sales, let us say, of \$1,000,000 of these appliances. In communities where there are 250,000 residence customers there should be at least \$10,000,000 of these sales.

The purpose of all this discussion has been to demonstrate that in the wide distribution of electric household appliances, we have the possibilities of a very great business and we also have in connection with it very grave responsibilities. The question which naturally arises, is, what is hindering the building up of a large business in the field described and what should our policy be.

#### Central Stations Should Merchandise, and at a Profit

In the first place, the utilities should, themselves, sell household appliances and push appliance sales most aggressively, using all the honorable and dignified methods in the exploitation of these sales which have been found effective in the merchandising of comparable non-electrical household furniture and devices, the limitation being that the business should be so adjusted that, even when very vigorously pushed by the use of expensive sales methods which, during the pioneering period, may be necessary, it shall be done at a reasonable merchandising profit, when considered as an absolutely independent business and not as a lean-to to

some large existing business, upon the facilities of which it depends in order to make a profit.

Secondly, the business should be done in such a way that well-managed and financed independent concerns may readily compete and secure a portion of the community's business on a profitable basis and thus build up strong and resourceful institutions engaged entirely and exclusively in the sale of electrical appliances.

In view of the fact that no business will be found susceptible of wide and healthy expansion, unless there is enough margin between the cost of manufacture and the price which the ultimate consumer pays, to properly defray all of the necessary expenses incident to its widespread distribution and sale, and a reasonable profit to compensate the brains, energy and money which is essential to the task, and, in view of the fact that such a condition does not exist today in the business of merchandising electric household appliances, steps should be taken to bring about a condition which will result in this business acquiring a healthy condition. This, after a long period of explanation, brings us to the real point of what we are trying to do.

Two or three years ago the men in the industry who had made the greatest study and had the widest experience in the sale of the devices at retail became convinced that under the plan which prevails to such a wide-spread extent in this business of the manufacturer setting the list price, that the margin, "mark-up" or "spread" between said advertised price and the price which the dealer had to pay for his goods was insufficient to permit of a profitable retail merchandising undertaking. It was essential either that the discounts from list price to the

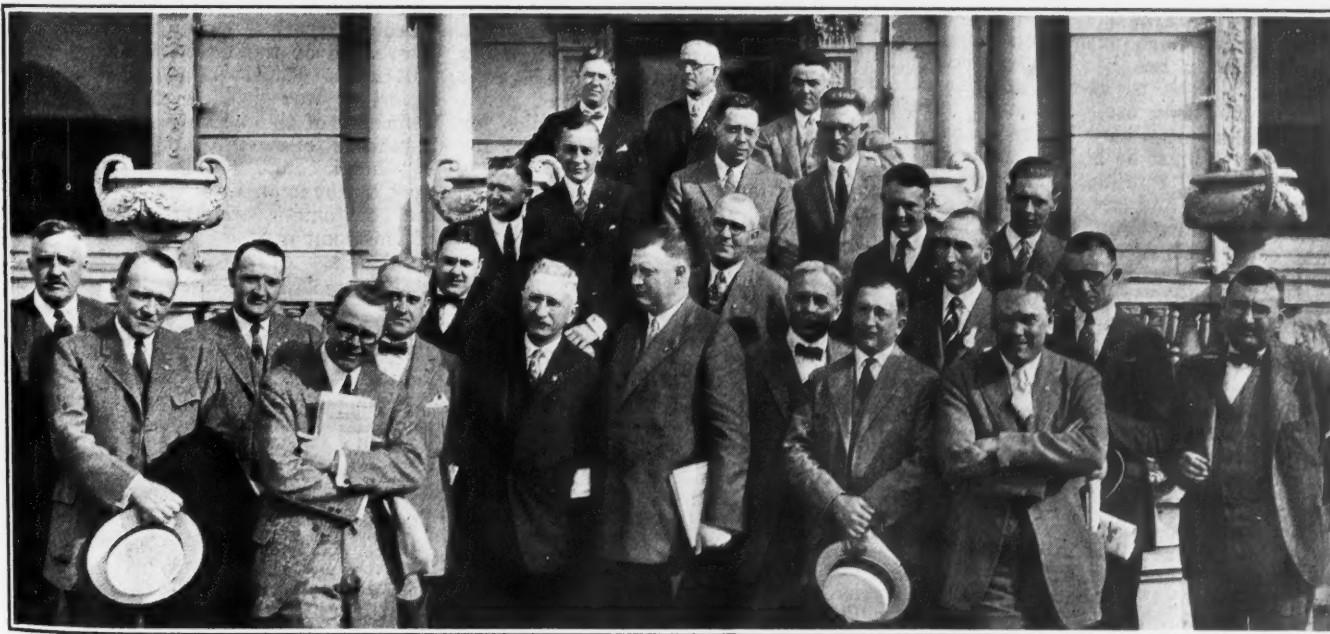
dealer be increased, without disturbing the present list prices, or, if that was not possible, that the list prices be increased so that the goods could be sold to the dealer at a proper margin.

Preliminary discussion with the manufacturers raised the point, naturally to have been expected, which was, What is the retailer's cost of doing business and what information has he to support his statement that it does cost the amount he says it does to merchandise electrical appliances? It was, therefore, obvious that the first thing to do was to analyze costs and conditions under which a large number of the central-station people selling electrical merchandise at retail were doing business, find out what the present cost is and what the fair cost is or should be.

#### Now that Figures Are Available; Surprising Conditions Revealed

Now for more than a year the figures of the departments devoted to the merchandising of appliances in 11 or 12 central-station companies have been analyzed and tabulated under the supervision of the sub-committees referred to, and their report which has been prepared for this meeting (see Frontispiece, also page 4356) is evidence of the very thorough way in which the subject has been taken up.

You will note that there are some very astonishing things disclosed by their report. In the first place, I think I am correct in stating that the company which does the very smallest business, both in volume and in business per customer or inhabitant, makes the largest profit, and the company which does the largest business makes almost the largest loss. It should be borne in mind that these figures are gotten up, not for the purpose of showing what these businesses really made



IN AN "AWAKENING INDUSTRY"—SOME OF THE ALREADY WIDE-AWAKES!

Twenty-four of the Big Bens who are stirring up the sleepers in the electric-cooking field, and keeping the commercial impulse pulsating,—wherever it is a matter of converting kilowatts into neatly-turned calories for home consumption. Prominent in the picture are James R. Strong of the Elec-

trical Development; H. E. Sandoval, San Francisco, Cal.; Pierre Miles, Chicago; N. G. Harvey, Wichita, Kan.; F. R. Kohnstamm, Mansfield, Ohio; C. E. Dunton, Springfield, Ill.; N. T. Wilcox, Boston; Merrill Morrow, New York; C. F. Farley, Kan-

sas City, Mo.; J. F. Orr, Boise, Mont.; M. C. Osborne, New Britain, Conn.; Lewis A. Lewis, Spokane, Wash.; J. S. Kennedy, New Britain, Conn.; F. A. Coupal, Buffalo, N. Y.; A. C. McMicken, Portland, Ore.; A. L. Smith, W. L. Goodwin, New York, and Howard A. Lewis, New York.

or lost, but for the purpose of making as close an estimate as is possible, of what they would have made or lost had they been run as independent businesses, with the necessity of performing all functions for themselves. To enumerate some of these things, such as advertising, billing, collecting, storage of goods, purchasing, delivery of goods and many other matters, it will be admitted that, in the combination of an electrical merchandising business and a central-station business, or of an electrical merchandising business and a department-store business, there is great economy in combining the work of the merchandising business, on the one hand, and the central-station business on the other hand in the departments mentioned. Probably all of these businesses mentioned made a profit as they were run, but most of them made a very inadequate profit or a loss, when considered on a basis of what would have been their showing as independent businesses.

#### Business Cannot Thrive Until All Links Are Compensated

I feel that this very important branch of our business is being greatly retarded by the condition which I have already indicated. I think everyone is convinced that a business will not thrive unless there is enough in it to fairly compensate the manufacturer, the jobber and the dealer, for their cost and leave them a reasonable profit, otherwise the business will be a "lame duck."

Electrical merchandising is a business which involves more expense than the average merchandising operation. In the first place, the people have to be educated to the value of the appliances. The appliances must be demonstrated to them and, finally, a certain amount of servicing must be furnished in order that the apparatus may properly perform its functions until such time as the purchaser has become sufficiently familiar with it to give it intelligent attention; therefore, expenses are higher than in ordinary businesses, and the margins must be higher, if the distributors and retailers are to cover their expenses and have any profit left.

Thus, we have found that independents could not succeed in a business consisting exclusively of the sale of appliances and, in my judgment, the interests of everybody in the business dictate that we should get at the bottom of this affair, find out whether anybody could really make any money in this as an independent business and, in this effort, I think that we are very much hampered by the natural disinclination of people to admit that they are losing money, or to convince themselves that they are. We are also hampered by the fact that in many of the companies the standing of some man or men depends on their showing that they have made a profit and, therefore, it is very hard to get everything charged up which should go against this business if it were an independent business, and then on top of these two things we have the natural difficulty where one is trying to separate the expenses which should be charged a part to one business and a part to another. About the



H. D. Shute, vice-president of the Westinghouse company, who pointed out to N. E. L. A. members the need for commercial expansion within the electrical industry if it is to meet its fullest obligations. Given such sales stimulus, said Mr. Shute, "the strides of the past will seem as but pigmy steps compared with the developments of the future."

difficulty of this last matter, I can tell you nothing, as you probably know a great deal more than I do about it;

therefore, I think the tendency in these figures, which I have referred to in the sub-committee's report, is to indicate that there is more profit than really exists, in spite of the efforts made to get at the true facts.

#### Viewpoint One of Vigorous Handling

If we are content to let the business grow as it normally will, with just a reasonable amount of advertising and no activity or outside solicitation, any more than would be given by a department store, the set-up of prices is probably all right as it is, and the business will have a slow, but sure, growth. I am certain, however, that anyone who makes a very careful study of the entire situation will finally reach the conclusion that such a policy of slow growth, as the one last referred to, is not the proper policy, so that I am considering it entirely from the standpoint of the idea of more vigorous handling.

What we must accomplish as a result of this showing is either to have the manufacturers abandon entirely their present practice of establishing and advertising the retail price, which is the situation in almost all older branches of merchandising, or, better yet, to establish a retail price high enough so that the discount given to the dealer will leave a margin on goods sold at the retail price sufficient to let him out with a reasonable profit.

## How 11 Central Stations Lost \$440,000 on \$10,000,000 of 1923 Merchandise Sales

P. H. MYERS, Chairman

Merchandising Accounting Committee, N. E. L. A.

THE results of the committee's work for the past year are presented herewith in a table, showing gross profits, expenses, net operating profit or loss, other income, and net profit or loss, in percentages of net sales for the eleven co-operating companies for the year 1923, and in graphs, Fig. 1, to 12, inclusive, showing net sales, gross profits, expenses and net profit or loss, by months, individually for the eleven. (See Frontispiece, page 4352.)

The committee has agreed to the following changes in, and interpretations of the classification, and these are now recommended for adoption by the Accounting National Section:

**Account 614.1—Revenue from Merchandise Sales**—It was agreed that this account should be credited with the selling price of the article, not including the additional carrying charge for articles sold on the deferred-payment plan.

"Credits will be made at the selling price of the article not including the additional charge for articles sold on the deferred-payment plan."

**Account 614.43—Delivery Department Expense**—The committee decided that where sales are made from delivery wagons the assumption is that delivery precedes the sale, and that the expense of operating such a delivery wagon is to be charged to delivery

rather than rent. No revision in the wording on this account is necessary by reason of the above interpretation.

**Account 614.47—Cash Discount on Sales**—It was decided to amplify the definition of this account so as to make it read as follows:

"This account will be charged with cash discount on sales given to dealers and customers other than employees of the company."

**Account 614.59—Service Bureau Expenses**—As this account represents time and expenses devoted to taking care of complaints relative to merchandise sales, it was agreed that the title of the account be changed to "Adjustments and Complaints" and that it be included under selling expenses.

**Account 614.623—Interest Charged to Customers on Sales Made on Deferred-Payment Plan**—It was agreed that this account should not be included under the merchandise operations on the statement of profit and loss, but should be shown on a line immediately below the "Net Profit or Loss of Merchandise Operations" under the caption "Income from Carrying Charges."

#### Analysis of the Year's Figures

The graphs shown in Fig. 1 to 12, inclusive (see page 4352) are based on the figures of each individual company. Because of the great variation in the



## Merchandise Sales, Expenses and Profit or Loss for 11 Central Stations (See Also Page 4352)

Comparative Statement of Gross Profit, Expenses, Net Operating Profit or Loss, Other Income, and Net Profit or Loss in Percentages of Net Sales, Calendar Year 1923

Company.....	1	2	3	4	5	6	7	8	9	10	11	Summary
Gross profit.....	33.6	31.9	35.5	32.8	31.4	24.3	31.7	32.5	32.4	28.9	27.1	32.9
Selling expense.....	28.4	17.6	16.3	15.2	14.9	6.4	19.0	18.2	17.6	12.2	3.6	20.0
General expense.....	22.4	8.7	11.4	11.6	15.1	8.0	14.5	31.9	15.9	8.6	7.1	15.8
Fixed charges.....	3.6	2.9	2.7	2.9	2.8	3.2	.7	2.1	2.4	2.7	1.1	3.0
Total expense.....	54.4	29.2	30.4	29.7	32.8	17.6	34.2	52.2	35.9	23.5	11.8	38.8
Net operating, profit or loss.....	20.8	2.7	5.1	6.1	1.4	6.7	2.5	19.7	2.5	5.4	15.3	5.9
Income from carrying charges.....	3.7	.....	.....	.....	3.3	.....	1.4	.....	.....	.....	.....	1.5
Net profit or loss.....	17.1	2.7	5.1	6.1	1.9	6.7	1.1	19.7	2.5	5.4	15.3	4.4

(Figures in italics indicate Net Loss.)

amount of net sales in the several companies the scale for this item varies, thus producing a comparative distortion in the curve for net sales. This distortion should be kept in mind when studying these graphs.

Fig. 1 presents the composite graph of the operations of all companies weighted on the basis of net sales. It shows a very pronounced seasonal variation. There is a gradual increase in net sales from January to June, followed by a considerable falling off during July, August and September. Then in October and November there is a considerable recovery followed by

a pronounced peak in the month of December.

It will be noted that the gross profits start the year at about 31 per cent, and that, except for the month of March, this percentage is consistently maintained for the first seven months. Afterward there is a perceptible increase, the year closing with a percentage of 33 plus.

### Expense Follows Net Sales Inversely

It will be noted that the percentage of expenses follows in a general way the net sales curve, but in the opposite direction. As the sales increase, the

percentage of expenses decreases, so that in the months of June and October, the points of highest sales except December, the percentage of expenses is lowest. The reason that the expense curve does not follow the net sales curve in December is undoubtedly because the amount of expenses increased in direct proportion to the volume of net sales.

The net profits curve is almost an exact opposite of the expense curve. It is interesting to note that the composite for all companies shows an actual net profit, small to be sure, for the two months of June and October.

## Operating Radio Sets from Electric-Light Wires Without Batteries, Soon

By DAVID SARNOFF

Vice-President and General Manager, Radio Corporation of America

**B**EGINNING in a small way only two and one-half years ago, we find that the public since that time has purchased radio apparatus, in terms of consumer's purchase price, totaling \$300,000,000, and we include therein radio sets, vacuum tubes, parts and accessory material, batteries and wiring supplies, etc. The business for the year 1923 alone was estimated at \$175,000,000, and the current year bids fair to exceed this figure very considerably.

It is variously estimated, and perhaps conservatively, that 3,000,000 radio receivers are in daily use, rendering entertainment and other services to some 10,000,000 listeners. These 3,000,000 receivers are fed from over 550 licensed broadcast transmitting stations.

Over 250,000 persons are employed in the United States in the manufacture and distribution of radio equipment. There are approximately 3,000 radio manufacturers, 1,000 wholesale distributors and 20,000 retailers.

### Recent Radio Developments

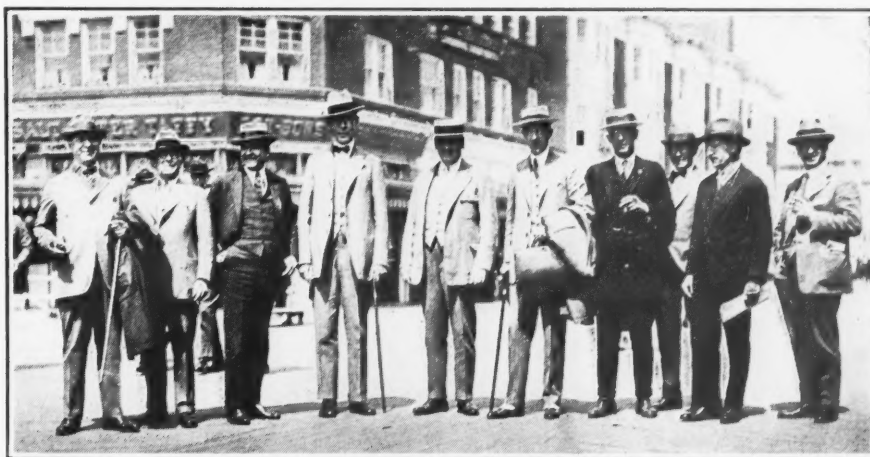
Recently, some very great technical improvements have been effected in both the broadcast transmitter and the receiver. During the past year broadcast stations have increased in number; the power and efficiency of many of them have been increased, and this, together with improvements made in the operating efficiency of the radio re-

ceiver, have improved the reliable working range of radio very materially. . . .

The past year has witnessed the development of a group of radio receivers which eliminates the necessity for an outside wire, commonly called an aerial, and also the ground or earth wire. Such sets operate from a compact coil of wire called a "loop" and placed inside the cabinet, making it possible to de-

liver to the home a radio set complete and self-contained, ready for operation immediately upon delivery to the purchaser.

The vacuum tubes employed in the radio receiver require, as you know, a source of uniform direct current to light the filament and to energize the loud speaker circuit. Up to this time this energy has been supplied by storage batteries and dry batteries. Although the operation of radio apparatus has been greatly simplified of late and the necessity for making adjustments and renewing parts has been materially reduced, those of us in close relation with the business have long recognized that to make radio operation more ideal, the storage battery and the battery charger and even dry batteries should not be



MORE MEMBERS OF THE "INDUSTRY WAKE-UP" SQUAD

From left to right, they are: Edward W. Rockafellow, National Pole Co., New York City; J. E. Zeluff; Frederick M. Felker, Society for Electrical Development, New York; Louis Gibbs, Edison Illuminating Company, Boston; William L. Goodwin,

Electrical Development, New York; Phil. Thomson, Western Electric Company, New York; F. H. Swayze, Western Electric Company, New York; Allen Bole and O. C. Small, Society for Electrical Development, New York.

the sole means of power, when a source of lighting current is available.

Present indications, therefore, point to two methods of operating radio receivers in the near future. These might be classed as follows:

Type 1.—The home receiver that will draw its vacuum tube energy through a "current supply device" operated from the lighting circuit now supplied by the central station.

Type 2.—The rural home receiver or the portable receiver that obtain operating power from storage or dry batteries.

In other words, while a permanent demand already has been created for the dry battery or storage battery to operate the receiver, the rising requirements of the art will find place, I believe, for a new and additional type of current supply, such as is now under discussion.

#### The "Current Supply Device"

My conception of the future type of receiving set is one where some device of simple design can be interposed between the lighting circuit and the vacuum tubes of the radio receiver, thus energizing these tubes directly from the power mains. A further requirement would be that the device be of a character calling for infrequent attention, adaptable to existing and future types of receiving sets without necessitating changes in the design of the vacuum tube or in the set itself.

To my mind, the perfection of such a device is the next forward step in broadcast reception. And I am in a position to state that our engineers are making considerable progress in this direction.

No changes in present-day receivers are called for in the use of the current supply device. It should be a complete and self-contained unit which merely transforms the current supplied to it into a form of current suitable for the operation of the radio set.

It might be interesting to consider what radio means, at present, to the central station industry in terms of power consumption.

From available sources of information, it has been determined that of

### This Issue—in Three Sections

**T**HIS issue of *Electrical Merchandising* reaches the reader in three sections—Section 1, the main magazine in which this is printed; Section 2, the usual *Home Electrical Supplement*, Summer Number; and Section 3, the National Electric Light Association Convention Pictorial in rotogravure.

This third section, the N. E. L. A. Convention Pictorial, is of particular interest to readers of *Electrical Merchandising*, in presenting a photographic record of the past year's chief electrical events and advances in the art of electricity production and electrical appliance distribution and use, reproduced from the McGraw-Hill electrical publications.

the 3,000,000 radio receiving sets now in use, approximately 2,000,000 are of the storage battery type, 900,000 operate completely from dry batteries, and the remaining 100,000 are of the crystal detector type requiring no batteries.

The use of radio receivers will, I believe, multiply greatly in the next five years. It is more than a mere prediction to state that 10,000,000 radio receivers will be in operation within that time. My understanding is that the lighting industry serves at present approximately 10,000,000 wired homes, with an expected annual increase of 1,000,000 homes a year. Hence, at the end of five years you would supply electricity to at least 15,000,000 homes, and we might safely say that at least one-half of these wired homes would be equipped with radio.

I see here a common interest—the opportunity to work together to our mutual benefit, not only in the sale of the current supply device to radio listeners, but also in the profitable sale by central station stores of radio receivers, accessory material and replacement items, such as the vacuum tube. For already the central stations have intimate contact with the home, not only with respect to the provision of lighting current but also through the use of many electrical appliances which have become so necessary a part of our daily home life. The ability of the central station store to supply radio sets and devices on a "part time payment" basis and to add the monthly installments to the electric-light bill affords a splendid opportunity for increased sales to customers who might otherwise be unable to purchase and own a radio set.

Once radio is a well advertised and permanent sales unit of the central station, it will become a valuable agent in creating store traffic; in short bringing sales prospects to the store. This is the problem of all merchants.

While it is true that radio sets have been simplified and made trouble-proof to the degree that they do not require an inordinate amount of attention, it is nevertheless a fact that all machinery and devices produced by mankind do require periodical inspection and adjustment.

#### Greater Number of Purchasers Depend on Service

A fair proportion of the listening public, of course, class themselves as electrical experts and they are enabled, through knowledge gleaned here and there, to service their own sets; yet at the same time the greater number of present-day purchasers of radio devices, of which the woman in the home is rapidly becoming the outstanding factor, do not possess this technical knowledge and they are, therefore, dependent upon others for inspection, adjustment and replacement.

Now the demand for the servicing of radio sets is one of the difficult problems of present day radio merchandising. The central station, I believe, by virtue of its contact with the home can add this link to the radio merchandising chain.



#### HE'S THE KING OF THE LIGHTING EDUCATORS!

You've been hearing everywhere about the Lighting Educational Committee. Well, here's the great King Educator himself—"Lighting Jim" Davidson, chairman of the new National Committee—flanked by two of his kingly counsellors, Rex Cole and Mike Schwarz, who (whisper it gently in view of Rex Cole's retiring modesty) played a big part in planning and initiating this huge commercial movement even before Jim and Zim took over the glory—and hard work—for themselves.

#### A Vision of Electric-Refrigerator Possibilities

T. I. JONES

Chairman Domestic Refrigeration Committee

**F**OR the past three years or so there has been a steady increase in the sale and use of domestic electric refrigerating equipment, which has now mounted to such proportions as to make it safe to assume that domestic electric refrigeration has come to stay.

At least two manufacturers claim over 10,000 machines each, in service, and one city alone claims 4,500 such machines in use, so that it will be seen that this household device is already something to be reckoned with.

From the central-station standpoint, almost everyone is familiar with the



attractive load-building possibilities of this device, resulting, as it does, in a revenue representing possibly the highest rate per kilowatt of demand of anything connected to the central station system—this being in the neighborhood of at least \$100 per year per kw. of demand.

Furthermore, the kw.-hr. used by this device in the average residence is more than double the kw.-hr. now being used in the average residence throughout the country.

In other words, the universal use of this device in residences would more than treble the residential consumption, and would consequently be of material aid in producing an improved capital turnover.

This brings up still another point—namely, what we may look forward to as the ultimate possibilities of domestic electric refrigeration.

In this connection, it would seem that it offers one of two possibilities:

1. Its use in a goodly number of residences, based upon present indications.
2. Its almost universal use in residences based upon the possibility of a greatly reduced selling price by reason of quantity production.

## Present Practices in Paying Salesmen

H. A. LEWIS

Chairman Basis-of-Paying-Salespeople Committee, *Electrical Merchandising*, New York City

**F**OLLOWING are the conclusions drawn by Chairman Lewis from 159 payment schedules sent in by N. E. L. A. member companies. Some of the very interesting detailed reports on payment practices reproduced in the committee's report will be presented in



Tom Kennedy, now general sales manager for the Doherty companies at New York, rolling down the Boardwalk to a convention session, to inject some of the commercial energy that helped make Colorado one of the best electrified states in the world. More power to commercial departments, says Kennedy.



M. A. Curran, manager of the new central-station sales department of the Western Electric Company, and G. E. Cullinan, general sales manager of the company, arrive, full of pep, and ready to help shove along any commercial awakening, anytime, any place!

the next issue of *Electrical Merchandising*.

\* \* \*

Whether on "straight salary," commission, salary and commission or some form of bonus, "Negotiation Type" selling costs about 10 per cent; this includes work with all the major devices. There are exceptions to this figure both above and below, but in the main whether it is Oregon or Massachusetts, it is a 10 per cent proposition, with the men netting about \$2,400 a year.

For peddling work, from \$100 to \$150 a month seems to be average pay. With appliances that sell for \$10 or less, \$1 per device is the standard commission. With house-to-house peddling, the emphasis is put on the current-consuming possibilities of the device—not the merchandising profit.

With the major devices in the larger cities, the tendency is to make the sales territories smaller, to give closer sales supervision so as to see that the men actually make more sales solicitation calls per week. The trend is also to simplify the payment plan. It is a 10 per cent proposition and the fewer the variations the better.

The straight salary method of payment outside of special work in the larger cities and work in small towns where only one or two men are employed is passing. The tendency is to put in some form of commission.

A Southern company writes:

"After experimenting on various lines we have found the most satisfactory basis of compensation to appliance salesmen has been the salary and commission plan.

"The salesmen of the first class are paid \$100 per month, plus 5 per cent commission on their gross sales, and salesmen of the second class are paid \$75 per month with the same commission. As a salesman increases in usefulness he is promoted to a better territory and when the salesman has succeeded in our best territories and shows his aptitude for this class of work, it is

our policy to place him with a jobber or manufacturer where his opportunities are much greater than with us."

To weld a sales organization together, a simple form of bonus is very helpful—and for the sales management some basis of sharing in the net profits is ideal.

The "go-getter" salesman gets a commission. The sales gang as a gang, inside and outside, delivery boys, etc., get a bonus, figured either on total business done, or on the gross profits, etc.

The merchandising management can logically get its extra reward by sharing in the net profits of the department.

It is true that new salesmen are being added everywhere. However, labor turnover is very high. The lowest rates of turnover come in the smaller communities where the salesmen are local people hired and trained locally by experienced managers. The small town does not welcome the city canvasser and the city canvasser does not like the small town.

Any form of merchandising activity is a competitive proposition; no central station can escape this economic fact. Selling is creative work and the man who can create should not be hampered by financial limitations, provided the percentage basis upon which he operates is a fair one under local competitive conditions.

In merchandising selling the central station man has the edge on the market; this factor should be considered by the company—but it should not be abused in order to limit the exceptional man who can produce above the average. Central stations need more exceptional merchandising men—both managers and salesmen.



Here's "Zim" and one of his trusted advisors,—Zim, the one and only P. B. Zimmerman of Nela, vice-chairman and 60,000-kw. energizer of the new Lighting Education Committee which is staging a nation-wide school children's essay contest to wage better home lighting throughout America. George Belden, of Fuller & Smith, is seen in the rôle of Zim's right-hand man.

# Twenty-One Successful "Kitchen-Lighting Unit" Campaigns

From the Report of the Residence Lighting Committee, N. E. L. A. Norman D. Macdonald, Chairman

City	Company	Description of Unit	Sales Price of Convenience Outlet		Do You Run Any Wires or Is Offer Good Only Where An Outlet Is Installed in Ceiling	Types of Advertising or Solicitation	Success of Campaign	Suggestions for Persons Starting Campaigns
			Celling	Wall				
Bartlesville, Okla.	Bartlesville Gas & Electric Co.	Edward Miller Unit Convenience outlet Ivanhoe.	\$1.50	\$1.50	Only where outlet is installed.	Newspaper, broadsides, house-to-house canvass by salesmen.	Yes	Get fixture hung on trial. Use care in choosing men who hang the fixtures after salesman secures order. Cancellation can be reduced if electrician is instructed to make effort to hang fixture if customer informs him she has decided not to try it. Give all installation work to one contractor.
Boston, Mass.	Edison Electric Illuminating Co. of Boston (Portion of territory).	Miller Fixture, Levoller switch Ivanhoe-Regent 9 in. glassware 100-150 watt C lamp.	1.50	5.00	.....	Broadsides with return postcard. Newspaper advertisement.	Yes	.....
Chicago, Ill.	Commonwealth Edison Company.	Combination lighting unit with appliance outlet. 150-watt daylight or 100-watt type C clear lamp.	.....	.....	Offer is good only where unit can be placed on present outlet—no wiring.	Window display, newspapers, billboards and broadsides.	Yes	Replace new fixture for old in as short a time as is possible. Customers complain of unit giving too much light in kitchen, spoiling the effect in the balance of the house and showing up defects in kitchen. Good point from central station point of view as they will eventually sell modern units for the balance of the house. Campaign still going on.
Circleville, O.	The Ohio Utilities Company.	Miller hanger No. 594 Ivanhoe-Regent 5243 x 9 globe.	1.25	3.50	Make short runs if necessary.	Show window and broadsides.	Yes	.....
Columbus, O.	The Columbus Railway Power & Light Company.	.....	None	None	None.	Pamphlet delivered by meter department.	Yes	.....
Dallas, Texas.	Texas Power & Light Company.	No. 9 Trojan glass Wakefield hanger with Levoller switch, no convenience outlet sold.	.....	.....	.....	Newspaper ads and mailing cards.	Yes	Sell on 10 days' trial instead of 30.
Durham, N. C.	Durham Public Service Company.	Miller fixture and extension special monax glass. Some Ivanhoe glass.	2.00	.....	Wiring extra.	Direct by mail, newspaper ads. Direct solicitation, street car windows, store sign and Company cars.	Yes	Avoid trial installations. Get payment down, when sales are made. More lamps can be put out on trial but returns are expensive.
Denver, Colo.	Public Service Co. of Colorado.	.....	6.00	.....	.....	Broadside mail, newspaper ads, personal solicitation.	Yes	Work—work—work.
Geneva, N. Y.	Empire Gas & Electric Co.	Miller.	.....	.....	Offer good only where an outlet is installed in ceiling.	Mailing folders.	Yes	No special campaign.
Hartford, Conn.	The Hartford Electric Light Co.	Miller No. 594 white enameled, with No. 63 Levoller switch, Ivanhoe Trojan 12 in. No. 5264 shade Wiremold convenience outlet extra.	1.50	5.00	On existing outlets charge of \$5.00 where no ceiling outlet existed (wall convenience outlet reversed.)	Broadsides and return postal and house-to-house canvass with customer list.	Yes	1. Necessary material should be on hand before definitely releasing the advertising. 2. At least one unit for every 10 subscribers should be on hand with a ready source for additional. 3. A safe estimate to be expected for total sales would be 1 in 6. 4. At least two electricians to hang fixtures for each available canvasser. Advertise a week or so before men start out so every one will be familiar. Before men start out rent vacant storerooms for display, banners on street cars, etc. Use 100-watt lamp instead of 150-watt.
Hutchinson, Kan.	United Water, Gas & Electric Co.	Wakefield and Ivanhoe	3.50	.....	No wiring included.	Newspaper and truck with banners.	Yes	Do not think it necessary to sell fixture for less than \$7.00 and add additional expense for time payments.
Jenkintown, Pa.	Philadelphia Suburban Gas & Electric Company.	No. 5243 x 9 Ivanhoe glassware, No. 594 C. W. P. Miller Unit.	.....	.....	Only to existing outlet	Broadsides, newspapers.	Yes	.....
Louisville, Ky.	Louisville Gas & Electric Co.	Wakefield Red Spot holder 1371-A glassware Genco, 5243-9 in. Ivanhoe Regent Co. Bulb 150 Clear, Switch Levoller.	1.50	.....	Ceiling outlet only. No wiring done.	One issue broadsides, newspaper ad.	Yes	.....
Milwaukee, Wis.	The Milwaukee Electric Railway & Light Company.	Miller Fitter Ivanhoe glassware.	.....	.....	Only where there is an outlet.	Newspaper and broadsides.	Yes	Sell idea of better and more adequate lighting, better wiring and plenty of outlets. Campaign still going on.
Montreal, Can.	Southern Canada Power Company.	White fixture 4 in. Fitter about 6 in. deep with a knockout for Miller convenience outlet, glassware Ivanhoe 5243 x 9.	2.25	.....	Only where outlet is installed in ceiling.	Newspapers and broadsides to each customer.	Yes	Do not make trial period too long in order to avoid the necessity of ordering too many units and having too large a quantity of stock after campaign ends. Estimate carefully all expenses to be incurred in campaign before setting selling price.
Muncie, Ind.	Indiana General Service Company.	Miller white enamel holder No. 9 Genco glass No. 61 Levoller switch, brushed brass switch 150-watt type C clear lamp.	1.30	.....	Only where outlet is installed.	Printed cards with customer's name and address attached. Some newspaper ads. Knockout folder direct to all residence customers.	Yes	.....
Peoria, Ill.	Central Illinois Light Company.	Ivanhoe Regent glass No. 7243 x 9 in. 4 in. ceiling Type, white enamel fitter Miller Wakefield & Faries 150 watt Mazda C lamp. Wire mold convenience outlet.	2.50	4.50	Only where outlet is in ceiling, extra charge for any wiring on a time and material basis.	Newspaper adv., broadsides, kitchen, set up in window, electric sign demonstration by salesmen.	Yes	Have material on hand at start, allow no misrepresentation by salesmen. Use reliable equipment, give no more than 7 days' trial, do not use Mazda C-2 (daylight) lamps; circularize residence customers with broadsides in groups.
Poughkeepsie, N. Y.	Central Hudson Gas & Electric Company.	Wakefield Red Spot with pullchain canopy switch, and Consolidated double case globe with 12 in. bowl—100-W Mazda lamp.	.....	5-6	.....	Window display, direct mail advertising, newspaper ads, telephone canvass.	Yes	.....
Sidney, Ohio.	The Miami Valley Electric Co.	Ivanhoe globe, Miller holder (flush recept.) Solderless connector used.	.75 to 1.00	3.00 to 3.50	Will run wires at additional cost.	Newspaper, direct by mail—personal solicitation.	Yes	Set a quota to be sold—use a systematic method in going after this quota. Use 150-watt clear lamps. House-to-house canvass—go to back door and get into kitchen. Plenty correct advertising and direct by mail literature, the latter to go out about 5 days previous to salesman call. Campaign should be conducted in Feb. or March instead of fall months. Thus the chance of high bill complaints will be minimized.
St. Joseph, Mo.	St. Joseph Railway Light Heat & Power Company.	White enamel fitter and 150-watt daylight lamp.	4.00	4.00	All wiring extra.	Billboards, films, newspaper ads.	Yes	1. Plenty of preparation. 2. Make installation promptly.
Waterbury, Conn.	The Connecticut Light & Power Company.	Miller white enamel band 12 in. Trojan globe.	1.50	7.50	Offer good where outlet is in ceiling, wiring extra.	Broadsides and newspaper ads.	Yes	.....



## REPLIES TO QUESTIONNAIRE ON KITCHEN-LIGHT CAMPAIGNS

CITY	COMPANY	Population Served	Number Residences	Length of Campaign (Weeks)	No. of Representatives Employed		Per Cent Houses Equipped in Territory	No. Units Sold	Per Cent Returned	Sale Price of Unit		No. of Payments	Avg. No. Sales Per Man Per Day	Method of Compensation		
					Permanent	Temporary				Cash	Deferred Pym			Str. Salary	Str. Comm.	Salary & Comm.
Bartlesville, Okla.	Bartlesville Gas & Electric Co.	19,000	2,900	8	5	0	70	425	30	\$6.75	\$7.50	10	2		x	
Boston, Mass.	Edison Electric Illuminating Co. of Boston (Portion of territory)	1,250,000	10,931				11	1,309	18	7.50	7.50	10				
Chicago, Ill.	Commonwealth Edison Company	3,000,000	575,000	21	20			1,500		8.50	9.00	12			x	
Circleville, Ohio	The Ohio Utilities Company	7,049	1,600		1		17	252	2	6.50	7.00	7	5		x	
Columbus, Ohio	The Columbus Railway Power & Light Co.	300,000		Indefinite				2,000		6.50	7.50	10				
Dallas, Texas	Texas Power & Light Company	325,000	55,000	16		5		3,810		7.50	7.50	10		x		
Durham, N. C.	Durham Public Service Company	33,000	5,000	4	5		14	725	3.5	6.00	6.00	6	5.1		x	
Denver, Colo.	Public Service Co. of Colorado	256,369		5	30		21.4	5,502		6.00	6.00	12	6.1		x	
Geneva, N. Y.	Empire Gas & Electric Co.	17,000			1			850		6.50	6.50	7	5.4		x	
Hartford, Conn.	The Hartford Electric Light Co.	175,000	36,000	12		27	96	5,800	46	7.50	7.50	10			x	
Hutchinson, Kan.	United Water Gas & Electric Co.	70,000		2	6		14	736		5.50	6.50	6	12			
Jenkintown, Pa.	Philadelphia Suburban Gas & Electric Co.	15,000	10,000	6	6			800	5	6.00	6.00	12	5	\$0.90 per hour		x
Louisville, Ky.	Louisville Gas & Electric Co.	280,000	43,200	15	2	24	6	3,000	17	6.00	6.50	13	6		x	
Milwaukee, Wis.	The Milwaukee Electric Railway & Light Co.	350,000		18		20		5,000	3.5	7.20	7.20	12			x	
Montreal, Can.	Southern Canada Power Company	42,000	12,500	4	100		10	1,261	20	7.50	8.00	16			x	
Muncie, Ind.	Indiana General Service Company	125,000	17,000	6	1	6	13.5	1,807	30	6.75	6.75	10	4		x	
Peoria, Ill.	Central Illinois Light Company	57,463		3		15	10	1,700	11	6.75	7.50	10			x	
Poughkeepsie, N. Y.	Central Hudson Gas & Electric Company	125,000	17,000	6				3,599		7.25	7.50	10				
Sidney, Ohio	The Miami Valley Electric Co.	10,000	2,300	6	1		9			6.50	7.00	10	5 to 14		x	
St. Joseph, Mo.	St. Joseph Railway Light Heat & Power Co.	88,000		3	14		9	1,442	2	6.50	6.50	13	6			x
Waterbury, Conn.	The Connecticut Light & Power Company	160,000	29,000	4		20	15	4,300		7.50	7.50	10	6		x	

## "Kitchen-Light" Campaigns

NORMAN D. MACDONALD

Chairman N.E.L.A. Committee on  
Residence Lighting

**D**URING the past year a new plan has been evolved in which the modernizing of installed equipment is effected by campaigns focusing attention upon modernizing one room at a time. This is exemplified by the present campaign featuring the "day-light kitchen."

The so-called daylight kitchen campaign which is spreading over the country very rapidly seems to have started in the middle west. The earliest record is that of the Ohio Public Service Company which conducted a campaign about February, 1923. This was followed soon after by a campaign in Hartford, Conn., and, at the present writing, campaigns are being carried on or started in all sections of the country.

Latest estimates indicate that 350,000 kitchen units have been sold throughout the country up to April 1, 1924.

The various *pros* and *cons* of the kitchen unit campaign as taken from reports of companies which have undertaken the sale of the kitchen unit may be summarized as follows:

## 1. Benefits Derived

(a) Householder pleased and awakened to value of better lighting.

(b) The kitchen lamp is one of the longest burning in the household; therefore, improved kitchen lighting is reflected by improvement in current sales, thus increasing the current from 50 to 100 watts, or 50 kw-hours per year.

(c) Kitchen lighting outlets are almost invariably standard, that is, a single outlet in the center of the ceiling.

(d) A satisfactory kitchen unit is probably the most inexpensive lighting unit which can be secured for an active room.

(e) No variety of designs need be supplied, as the unit is sold as a utility and not as a decorative luminaire.

(f) The kitchen unit is easy to sell, as the improvements are very apparent and salesmen need very little preliminary coaching.

(g) Other advantageous installations often are made as a part of the kitchen unit installation. The same unit can be used in bathrooms. Convenience outlets are sold at the same time for the kitchen or other parts of the house. Instances are also on record of the kitchen unit effecting sale of improved lighting fixtures in other rooms.

## 2. Disadvantages

(a) For an active campaign men must be taken from other work for this

Commercial Thoughts on  
Joyous June

BY C. L. FUNNELL

This month the sweet—if erudite—  
Young girl ascends the boards,  
And on her graduation night,  
Melts halting hearts of hordes.  
Her brothers, too, in Learning's swift,  
Hard climb achieve the top.  
May each receive a handsome gift  
From your electric shop!

This month the shy, retiring bride  
Parades the ribboned aisle,  
And hopes the caterers provide  
Collations, latest style.  
When, later on, attention shifts  
To things with cards on top,  
Be sure she finds substantial gifts  
From your electric shop!

This month has been, year after year,  
The choicest time to wed;  
Thus anniversaries appear  
In flocks. And be it said  
That every couple, young or old  
With grateful glee will hop  
When they receive a gift you sold  
In your electric shop.

service, a new crew hired, or arrangements made through a contractor for the services of an outside sales force.

(b) The expense of such campaigns involves tying up capital in various amounts for a period of a year.

(c) A large proportion of the returns is sometimes caused by the householder not being sufficiently warned of increased kw-hour consumption or by misrepresentation by unscrupulous salesmen.

(d) The householder sometimes replaces a 100- or 150-watt lamp with a smaller lamp; such as 25, 40 or 50 watts, which is not fitted for the fixture and produces a lighting effect inferior to the original installation.

(e) Jobbers and dealers may be disaffected by the central station companies' sales of kitchen units.

## 3. Advertising

Many different plans have been tried with more or less success. The principal types of advertising reported are—

- (a) Newspaper announcements.
- (b) Advertising on current bills.
- (c) Handbills distributed by meter readers.
- (d) Motion picture films.
- (e) Billboard advertising.
- (f) Lectures before women's clubs.
- (g) Printed broadsides mailed to all customers containing a return postcard.
- (h) Telephone canvassing.
- (i) Exhibits in showrooms.
- (j) Cloth-strip signs on street cars.

## 4. Supply of Material

One important necessity is an adequate supply of the kitchen units. Several of the companies report a loss of business through a failing supply of units. Others report advantages gained through purchasing their supplies through local jobbers.

5. Co-operation with All Electrical  
Interests in City

It is highly important that the kitchen unit campaign be made a co-operative effort by all electrical interests. In some cities co-operation with the jobber has been secured by placing orders for material through him.



### *Electrical Dealers Who Are Making Money—and Why (IV)*

## How Hopkins Gets "Store Traffic" by Collecting 6,000 Lighting Bills a Month

Chicago Central Station Co-operates with Dealer, Making His Store a Pay-Station. Also Furnishes Him Lists of Customers to Circularize and Solicit

**S**UPPOSING the electric-light company in your town offered to make arrangements to collect its monthly electricity bills through your retail electrical store. Three things would happen:

(1) The public would find it more convenient to pay its bills at the nearest electric shop.

(2) You, the electrical dealer, would sell more merchandise from the resulting store traffic, and

(3) The electric-light company would benefit from increased appliance load and friendly public opinion.

The housewife could pay her bill promptly and conveniently, without a trip to the lighting company's office, saving her time and carfare. And then some month when she "can't understand why this electric bill is so high," she would feel like asking you, the independent electrical dealer, to explain the amount to her, knowing that she would get an answer in her own best interests (instead of what she suspects may be a stock reply from one of the clerks in the company's office).

The electric lighting company would benefit from greater friendliness on the part of both the public and the electrical trade. Each dealer's store co-operating in the collection plan would be a distributing point for friendly public opinion about the lighting company, and for the friendly interpretation of high bills. And more appliances would be sold, and more load added to the customer's lines, increasing the profitable character of the lighting company's residence business.

#### **Better Than Advertising**

The dealer would get hundreds of his best appliance "prospects" to enter his store once a month and look over his merchandise on their way to and from the cashier's cage. Such a stream of store visitors could not be duplicated even by hundreds of dollars of newspaper space.

People would bring in for repairs their devices "not working." The dealer's wiring department would get orders for new electrical work, extensions, outlets, fixtures, etc. In a small store the cashier in charge

of lighting company collections could help keep the dealers' own accounts in better shape, and would be there to wait on customers if he wanted to step out. And the dealer himself would feel that the electric lighting company was interested in him and was "playing his game."

Right here, in such an arrangement for the collection of monthly electricity bills through his store is the nub of the co-operative effort between the Chicago central-station company and William T. Hopkins, South Chicago contractor-dealer. The fact that Hopkins collects through his store an average of 6,000 electric-light bills a month for the Commonwealth Edison Company is the reason for close to 6,000 more people entering his place each 30 days than would enter were his shop not a pay station for those bills. And what is true in Hopkins' case is true of many other dealers in Chicago.

Approximately 6,000 light bills a month, averaging about two dollars each, are collected in Hopkins' store. Seventy per cent of these are collected during three days of the



month, just prior to and during the day the discount period expires. The remaining thirty per cent is a steady trickle throughout the month.

In Hopkins' case (and the estimate was checked up with several other dealer stores that also collect the central station company's light bills), it was estimated that *10 per cent more in total appliance sales are made* on those three peak days than on any other three days of the month.

It was further estimated that the dealer who co-operates with the central station company by collecting its bills in his store does a 5 per cent greater appliance business over any period than one who does not.

#### Other Ways in Which the Dealer Profits

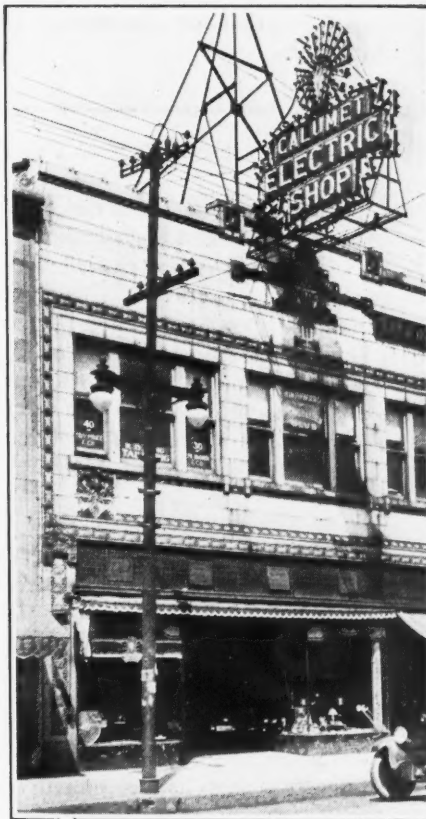
Nor is all the co-operative effort performed by the dealer. Everyone of them in Chicago who executes this service for the public is repaid in kind in many, many ways. For instance:

A customer purchases an appliance in Hopkins' store. She wishes to pay for it in extended payments. The central-station company will carry this sale upon its books and bill the installment each month upon the light bill. In other words, the dealer makes his own sale, delivers the goods to the customer and collects his money from the central station company each month. Hopkins receives an average of \$400 a month from the central-station company for this class of business. He makes the sale. The company does all the bookkeeping.

Every person that pays a light bill in Hopkins' store is charged five cents for the privilege. In return a "coupon" worth three cents is given out by the cashier when the bill is paid. This cashier is part of the dealer's organization and on his payroll. The "dividend coupons" are purchased by the dealer from the central station company. Many other neighborhood stores — butchers, grocers, dry goods stores, etc.—also give these Federal coupons with purchases. But the electrical dealer's is the only store in the neighborhood where they can be redeemed. Hopkins redeems them in his store for electrical merchandise at retail prices. He, in turn, redeems the coupons for merchandise supplied by the central-station company, at wholesale prices.

In addition to this, the central

station company periodically sends out, in the dealer's neighborhood, a crew of door-to-door canvassers whose job it is to call the attention of the housewife to the advantages of these dividend coupons, where they can be obtained, and where they can be redeemed. This again brings the electrical dealer's store out into the limelight as being the focal point in the neighborhood to obtain something for nothing, to wit—electrical merchandise for a sufficient number of coupons.



The fact that Hopkins collects through his store an average of 6,000 electric light bills a month, for the Chicago central station, is the reason for close to 6,000 more people entering his place each 30 days than would enter were his shop not a pay station for those bills.

Should the dealer wish to do a little direct-by-mail advertising in his neighborhood, the Chicago central-station company gives him the services of a trained advertising writer. This man, together with a merchandising expert, visits the dealer, confers with him, and the result is a piece or two of direct-by-mail literature. *The central station company runs off the mailing list of people in the dealer's neighborhood right from its own list of customers.* All this doesn't cost the dealer a cent. He merely pays the postage. Then, too, the central station company provides the serv-

ices of a trained window trimmer to dress the dealer's windows periodically. This is likewise part of the Commonwealth Edison Company's plan of co-operation.

The live contractor-dealers in Chicago belong to an association. Any member of this association may collect the company's bills after being vouched for by the association. The association arranges for the dealer's bond. The central station company provides the dealer with a perforating "Paid" stamp. The money collected is brought into the offices once a month by the dealer. The only stipulation the company insists upon is that the month's bills be in its offices not later than one day after the discount period expires.

#### The Dealer, the Central Station and the Public, All Benefit

This whole plan of co-operation has proved of mutual benefit. The dealer gets more people into his store, which should be the desideratum of any merchandising man, and he redeems the coupons, which are equivalent to money. Moreover, he earns two cents on every light bill paid. The public benefits by having a convenient place in which to pay the monthly bill. The central station company benefits by not having to provide a pay station in every community in the city, stations that would necessarily have to be manned by the company's own employees. It's a great system—everybody concerned is benefited!

And one of the dealers who has best taken advantage of this co-operation so generously offered by the Commonwealth Edison Company is the Calumet Electric Shop, operated by the already mentioned Bill Hopkins, who is known far and wide throughout Chicago as one of the city's most prosperous electrical retailers:—"an electrical dealer who is really making money."

#### "Bill" Hopkins, the Electrical Business Man

Now when a man is successful in business it generally isn't very difficult to get him to talk about it. Too often, indeed, he draws a bow long enough to make Robin Hood kick over his epitaph with envy. Repression is an unknown quantity. So when a remarkably successful man emulates the consistent clam and refuses to broadcast the whys and wherefores of his success, his atti-

tude becomes little short of startling. And that he is a successful electrical contractor-dealer, actually making money at his profession and is still reluctant to disseminate the glad tidings, is material for hoarse gasps of astonishment.

But no man is invulnerable. Achilles had his bum heel, the Eskimos like gum drops, Bryan favors grape juice, and Bill Hopkins plays golf. Which, in turn, is one perfectly good reason why Hopkins is a successful electrical contractor-dealer. In both instances he hits the ball with a vim and vigor that is positively electric. Let us prove our case.

#### Time for Play

When *Electrical Merchandising's* correspondent reached Hopkins' store and stated his errand of investigation, the proprietor was just starting for the golf links. "I don't think I have anything much to say for publication about the success of this business. It just grew and we all grew with it," said the boss. "But come along and I'll show you the best slice in this part of the country."

Then followed an interview that was taken on the run, so to speak, in the rough morasses of a country-club golf course, between wild swipes at a dinky ball and replacing clods of earth called divots. They have been called other things, too. Hopkins did the eighteen agonizing holes in less than a hundred. His interviewer lost his dignity, several bets, some notes, a pencil, and a predilection for golf.

#### Hopkins' Advice to Electrical Merchants

1. Get the most favorable location you can. Rent should never be an object.
2. Arrange to collect monthly lighting bills through your store, if possible.
3. Study how to build staff loyalty. Your success will be due to your employees.
4. Take part in local affairs. Help your community to grow.

But he secured the interview. Carry on.

Hopkins' Calumet Electric Shop provides the Roseland district of Chicago with things electrical. This district, in the southwest corner of the city, houses about 80,000 people. The Shop is right in the heart of the district on the main avenue of commerce, and right here is one of Hopkins' tenets for successful electrical merchandising:

#### Get a Good Location in the Heart of the District

"Get the most favorable location you can, right in the heart of the district you expect to serve. Rent should never be an object."

The Shop itself is of the usual double window front type, but well stocked with the best the market affords. It is the means employed

to get people into his store that is another reason for Hopkins' success.

Said he:

"The local central station co-operates with us by allowing us to collect their light bills in our store. As it is twenty miles to the downtown district and five to the nearest pay station, people in our community are glad to use this convenience."

As the Calumet Electric Shop does both an electrical merchandising and a contracting business, we wondered which was the boss' particular pet. Said Mr. Hopkins:

"If I were to put the time that I now spend in the contracting end of my business into the merchandising part of it, I believe I could make, with the latter, as much money, if not more, than I now do with both."

#### Of Gross, 58 per Cent from Merchandise Sales

Considering that of the gross income of the Calumet Electric Shop for last year, 58 per cent was derived from the merchandising end of it and 42 per cent from the contracting end, the merchandising business is the more desirable of the two. And additional proof is borne out in the fact that of the eighteen people on the Hopkins' payroll, all but five are engaged on the contracting side of the business.

Speaking of the folks on the Hopkins' payroll, here's another reason why their chief has succeeded. He said:

"We have the most loyal bunch of people in any line of business. What success we have had is due to them."

Hopkins is what is technically known as "a joiner." As we drove about his community, men, women, and children greeted him, seeming genuinely pleased to see him, particularly the kids. And the average child knows what it likes even if it doesn't know why. That they like Hopkins is the result of a sort of childish intuition that is never wrong. Said Bill about the art of mixing:

"I make it my business to take part in the affairs of my community. I want to help our district to grow, and the best way I know how to do that is to express myself in doing things."

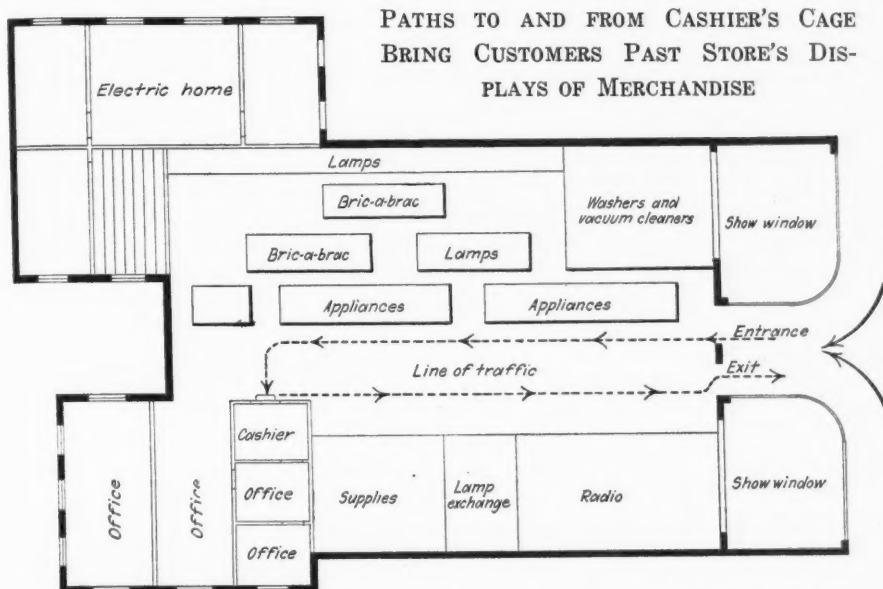
What Mr. Hopkins probably meant is that he believes in doing things rather than in talking about them; and that he does things that way is proved by his active affiliation with



Hopkins' Calumet Electric Shop provides the Roseland District of Chicago with things electrical. The shop is right in the

heart of the district, on the main avenue and right here is one of Hopkins' tenets for successful electrical merchandising.





The floor arrangement of the Calumet Electric Shop provides for a distinct and unobstructed line of traffic from the moment the customer enters the store until he leaves. Notice, also, the prominent places held by the sections devoted to appliances,

while lamps are distributed through three different places. At the rear of the store, space is given over to the electric home, and is completely outfitted with home service equipment, so that ample demonstrations may be given.

most of the fraternal, charity, and business associations in his community.

Of course Bill Hopkins has lived in his community for 32 years. He grew up with the district. Everybody knows him and he knows everybody. That, coupled with an irresistible personality, ought to make a successful merchant of any man with the right goods at the right place. It certainly has in the case of the Calumet Electric Shop. Said its boss:

"I always make it a point to treat my customers right. When they buy anything in here they buy my personal guarantee on it. On the other hand, I buy only the best the market affords."

The "twosome" consisting of the interviewed and the interviewer was nearing the last tee. The latter was about a dozen down, but struggling mightily to cut down the inevitable reckoning. As the interviewed sank an eighteen-foot putt on the seventeenth green, he remarked:

"I believe that the business man who can't or won't arrange his business so as to leave it for an afternoon of recreation had better quit business."

It might be apt to observe here that if every business man derives as much profit in the shape of exercise, coin of the realm, and general all-round happiness from an afternoon of recreation as does Bill Hopkins, he can retire in comfort right now.

This started out to be the story of a successful electrical contracting and merchandising business, studded with statistics proving the success. But the man behind the business refused to cite figures, preferring to save them for the computation of golf scores. Hence, the story has been of the co-operation afforded by the central station, and of Hopkins', the man himself,—for the business is the man and the man the business.

### Electricity for Posterity

Electrical films will play a most important part in the collection of films portraying the public utilities of 1924, which the Rothacker Film Manufacturing Company, Chicago, is preparing to present to the Smithsonian Institute for preservation to posterity. The films will be sealed in

### No "Home Electrical" Section During July and August

CONTINUING the plan followed last year, the "Home Electrical" section of *Electrical Merchandising* will be dropped during the hot months of July and August. The June number, accompanying this issue of *Electrical Merchandising*, presents hot-weather uses of electricity in text and pictures.

a vault, with the stipulation that the vault is not to be unsealed for at least 5,000 years.

This collection will aim to show virtually every phase of the electrical industry as it is today. It will show the various sources of power, such as Niagara Falls and Keokuk Dam, and generating stations such as that of the Commonwealth Edison Company in Chicago. It will show many of the uses to which electricity is put today, both in and out of the home. In other words, the collection will portray electricity's importance in 1924, and even show glimpses of retail methods of selling electrical equipment.

### Value of "Dramatic Suspense" in Sales Demonstrations

"A-ah!" says the traveller before the view suddenly revealed to him by an unexpected turn in the road. How much of the exclamation is to be credited to the sheer beauty of the scene and how much to the dramatic effect of its sudden revelation? It is certainly true that the element of surprise is an important one in heightening the effect. That is one reason why the modern theater has adopted the principle of the curtain as against the older method of the open stage on which the actors came and went at will.

The California Electrical Co-operative Campaign has made use of the same idea in the presentation of their window lighting demonstration. They use a miniature stage for this, with a curtain which can be drawn between "acts." This is kept lowered while the introductory part of the talk is given. The audience is thus not diverted from attention to the speaker, as would have been the case, were the window behind him open for inspection. Their curiosity is also aroused as to what may be behind the curtain before them. When the lighting effects are changed from white to colored lights, the curtain is lowered between the two effects, thus making the change the more marked—and maintaining the interest of the audience. The principle is somewhat the same as that of the necromancer who waves his wand and says "Presto Change!" at the point when both he and the spectators are aware that the fifty-cent piece has long since disappeared from under the silk handkerchief.

# Twenty-five Lessons We Have Learned

*Probably no other man in the industry has had such an extensive experience in laying out retail electrical shops as has the writer of the accompanying article, Robert Ely, in connection with his daily work for the Westinghouse Lamp Company. Besides having drawn up plans for some eighty-nine elec-*

*trical stores during the past 18 months, Mr. Ely has personally made analytical surveys of four hundred successful electrical stores to secure the best ideas offered by experience. It is from this wide experience and contact with store problems that the paragraphs below have been written.*

## Show Window Should Carry Selling Idea

**Y**OUR introduction to the buying public is made through your show window. As first impressions are lasting, and as you want to make a good impression, see to it that the show window represents you. The window itself should be an example of the most modern lighting practice, being lighted by lamps equipped with color screens and spotlights, and provision being made in the form of convenience outlets, to take care of any moving or illuminated displays.

As every show window should pay a certain portion of the store rent, it should command attention and carry a selling idea. To do this, do not hesitate to spend a sufficient sum of money to make it attractive.

## By All Means, Price Cards in the Show Windows

**A**ND see that the goods in the show window are priced with attractive cards, as the average storekeeper has to depend on price information reaching prospective customers through his show window. The department stores accomplish the same purpose by giving their price information in their daily advertising in the newspapers, so that they do not have to feature prices in their show window.

## Best Shape for Windows and Doorway

**E**VERYTHING should be done toward lessening the passer-by's resistance to entering the store. A show window that is cut off at right angles to the entrance does not encourage one to enter the store. It

has been found that windows that are so shaped as to form a funnel toward the entrance door, have a tendency to encourage entrance.

## Signs on the Store Front

**A**S AN electrical dealer, an outside electrical sign should be employed. Inasmuch as the wiring and signs are frequently sold by the dealer himself, he should be the first to practice what he preaches. Signs painted in the lower section of the plate glass should be avoided, as invariably they interfere with a clear vision of the display. A neatly painted sign for the top of the glass in a comparatively small store will identify the dealer and, at the same time, tend to conceal the show window lighting units.

Bear in mind, however, the fact that should awnings be employed, this sign is likely to be concealed if placed on the plate glass or on the transom over the show window, in which case the sign should be put on the awning as well.

## Show Cases—Glass Protection for Goods

**S**HOW cases enable the display of goods to the best advantage, and at the same time afford desirable protection from dust and dirt to the merchandise. In nearly all cases merchandise will appear far better and more attractive behind glass. Cases that have sloping fronts tend to permit a better view of the goods and should be preferably all glass and open in front, except where such cases are used as counters. The background in this instance should be of wood, properly finished, and open from the rear. All cases should be illuminated by small lamps concealed in show-case lighting reflectors.

## Leave Space Around Door, Inside Store

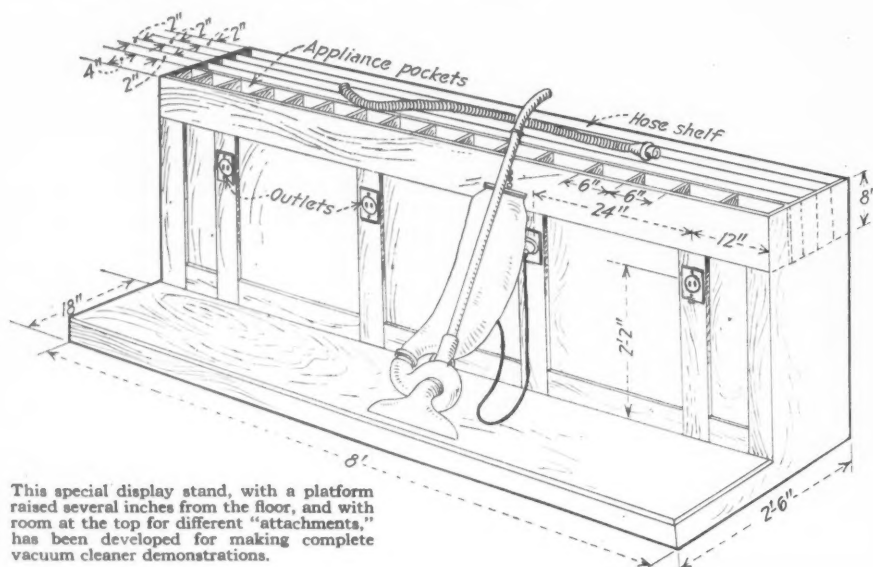
**K**EEP in mind the fact that you want people to come into the store. Do not place any counters, tables or displays so close to the entrance as to make visitors feel that they will "knock something over" in entering or leaving the store. An open space will tend to create the impression of more spaciousness and give patrons a better view of the interior, and they may see some lines of goods they were not aware you handled. Again, this will tend to lower the resistance to their approach.

## Interior Signs

**I**N THE larger electrical stores, and in stores operating electrical departments, illuminated signs can be used to advantage in designating each department. Even in the small electrical store, such signs are suggestive of the line of goods carried. They should read "Household Devices," "Lamps," "Electric Washers," "Portable Lamps," "Fixtures," "Luminaires," etc., so that a person coming in for a device may see the lamp sign and it will act as a reminder of a possible needed article for the home. Card signs, and descriptive matter concerning the complete line of goods carried, can be neatly placed in desirable positions throughout the store. In other words, without any one being in the store, it should be possible to put over the entire message concerning the products for sale. It is also desirable to have a sign that will permit the personnel of the store organization to be made known to the store patrons. Such a sign should read "On Duty" with the names of the various clerks and the manager in the store. This is done to establish more intimate contact and to acquaint patrons with the names of the men in the store.

## For Vacuum Cleaner Demonstrations

**T**HE average store does not have the facilities for making a complete and satisfactory demonstration of vacuum cleaners. A special display stand has been developed for demonstrating this device. The cleaners are mounted on a platform four or five inches above the floor, where they are connected to flush receptacles at the back of the cleaner, so that they are ready for demonstration at all times and are always on display in an attractive manner. At the top of the cleaner stand, provision is made for the different "attachments" and for accommodating the hose connection. Such demonstrations can be made on a rug in front of the cleaner with a settee or comfortable chair placed for the convenience of lady patrons who purchase the majority of these devices.



This special display stand, with a platform raised several inches from the floor, and with room at the top for different "attachments," has been developed for making complete vacuum cleaner demonstrations.



# from Planning 89 Electrical Stores

For this issue, in addition to the definite suggestions given below, the author has picked out, for our readers' reference, five representative store plans showing his solutions of the problems of the long store, the wide store, the corner store, the tiny shop etc., and these appear on pages 4386 and 4387.

Mr. Ely and his department, with offices at 150 Broadway, New York City, offer their services in store layout to all electrical retailers free of charge and generously invite questions from the readers of "Electrical Merchandising" on specific store problems.—Editors.

## Where to Put the Cash Register

THE location of the cash register in the store should be considered with the idea of convenience for the clerks, and at the same time, advantage should be taken of the opportunity to entice the customer further into the store. There is a tendency on the part of the customer to follow the clerk for change. The customer will voluntarily walk over to the cash register after him. Therefore it should be located about the center or somewhat back of the center of the store. Often it can be placed to advantage on the utility counter. Take advantage of its location, wherever it may be, to feature seasonable articles or framed announcements of your newspaper advertising. You will also find this a desirable location to display new and special priced articles.

## Elimination of Counters

IN THE most modern stores, the tendency has been toward the elimination of counters, the idea being to remove all barriers that tend to block the approach of the customer to the merchandise. Merchandising experts contend that if the goods are in the hands of the purchaser, he will be more inclined to want it. This being true, there is little excuse for the use of counters in the modern up-to-date electrical store.

By the elimination of counters, the store itself will appear more spacious and permit a better display of merchandise, through the use of floor and wall cases.

## Wall Cases That Permit Goods to Be Inspected

FLOOR and wall cases should be used for the display of household appliances, electrical tools, silk shades, boudoir lamps, etc. They should preferably be made with as much glass as possible, opening from the front to permit the goods to be viewed at close range. In general, the plan would be to put such cases in the front of the store, where the devices would be seen by all who enter, as they would be obliged to pass more expensive devices in coming in for the more staple products which they have to purchase at frequent intervals. Cases should have glass shelves and be illuminated by concealed show case window lighting. Where boudoir lamps and silk shades are displayed, these cases should be wired so as to permit some of these units to be illuminated within the case.

## Put the Wrapping Counter Well Back

AT LEAST one "utility counter" should be employed in the store. The location of this counter should be toward the rear

rather than the front of the store, so that the tendency will be to lead the customers further into the establishment.

This counter should be divided longitudinally, with a display section in front so that a display of seasonable goods or special priced articles can be brought to the attention of the majority of the people in this way, with the idea of selling the customer something more than what he came in to purchase.

The back section of this counter can be used for wrapping materials, twine, kraft tape, etc.

## Rugs—All One Size to Interchange as They Wear

IN THE stores catering to a high class trade, it will be desirable to employ rugs on the floors, as they will lend an atmosphere to the store that cannot be obtained in any other way. It is well to keep in mind the idea of employing one size of rug throughout the store, so that they may be moved from one point to another, or be reversed to obtain uniform wear. They will not then be subject to become unsightly due to partial wear.

## Counter Displays

MANY small accessories and other articles of merchandise are put up in the form of counter vending displays. They are usually designed to make a complete and effective display in themselves. They can be used either in the counter or in the wall or show cases, but care should be exercised in their arrangement, so that they are not too close together, as it is desirable to have them viewed singly, and not have attention diverted by the closeness of another display. Some of the more elaborate pieces of merchandise can also be displayed in a similar manner, using due care to see that they form a complete picture in themselves and carry a complete idea. Such a display as the percolator and toaster form a desirable combination of associating ideas of toast and coffee.

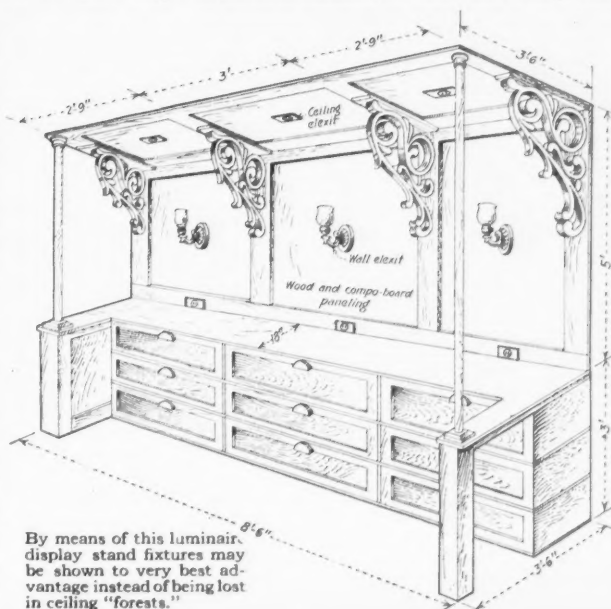
In getting up these display units, it might also be well to pay some attention to seasonal demand; bringing forward those accessories which are most in demand and letting them suggest themselves. Display these prominently.

## Lamp Shelving and Lamp-Stock Arrangement

A CONVENIENT arrangement for stocking incandescent lamps should be devised in the form of shelving. The shelves should be so placed that they will take the standard size cartons, so that the smaller and more popular sizes of lamps can be placed within the most convenient reach and the larger and infrequently called for lamps should be placed on the higher shelves which should be spaced to accommodate them. In designing such shelving, the lamp carton should be given careful consideration, so that the display value of the cartons themselves can be used to best advantage. In other words, large cartons for the larger types of lamps should be placed upright and not merely show the bottom or top of such type of carton.

## Luminaire or Fixture Display Stand

THE average small stores display their lighting fixtures or luminaries suspended from the ceiling. This forms a regular forest of fixtures that will not permit one to see how any one particular fixture will appear when hanging by itself. In order to show the fixtures or luminaires off to very best advantage, a luminaire display stand will permit the placing of three sets of fixtures, one complete set of ceiling fixture and bracket in each panel of the display unit. These fixtures can be removed easily and others substituted by the use of "elexit" fittings. This will give the prospective customer an opportunity to make a direct comparison between various types of fixtures suitable for each and every room



in the house. A fairly large stock of extra display fixtures can be kept in a small room adjoining this display and thereby conserve a large amount of space. It will also add a more attractive feature to the store and eliminates the incongruous appearance due to the suspension of a large number of fixtures from the ceiling.

### Accessory Display Panel

**S**TORES handling complete electrical accessories, such as sockets, shade holders, current taps, twin plugs, etc., should arrange to have these accessories conveniently displayed to permit a prospective purchaser to identify the particular fitting or accessory desired. Such a display can be made on a panel with a picture frame molding, each article being given a number which will correspond with the stock item on the shelves. This will tend to save the time of the clerks and will permit the selection of the proper accessory without the customer going into a lengthy description of what is desired.

### Radio Demonstrating Booth

**M**ODERN facilities should be provided for the demonstration of radio sets. In stores featuring complete sets, a plate glass booth can be constructed and several sets placed inside the room, with a table, settee and chair. Here these outfits may be demonstrated without annoyance to the customers from outside noises. The booth should be attractively designed and furnished so that it will make a particularly pleasing display in the store.

### Let Price Tags Give Cost to Operate, Too

**A**LL articles on display should be marked with their selling price. A uniform tag is desirable and other information beside price may be placed on this tag to advantage, particularly in the case of electrical appliances. Such information as to the

cost of operation of the device to perform its function, for example: "Cost of making six cups of coffee in the six-cup percolator." Some of the manufacturers are now furnishing to dealers price tags that contain such information in addition to the selling price of the device.

### Incandescent Lamp Demonstrator

**A** METHOD of demonstrating incandescent lamps should be provided on the utility counter. Preferably a lamp demonstrating display unit, such as put out by the lamp manufacturers would best serve the purpose. This permits the comparison of various types and sizes of lamps, can be operated by the customer and acts as a silent salesman. This should be connected so that lamps can be illuminated and be seen to the best advantage.

### Furniture—Chairs and Settees

**A**S MOST of the electrical devices are sold to women patrons, special attention should be paid to their convenience and comfort. Comfortable chairs and settees should be at vantage points throughout the store, so that a woman will not have to stand to view, for instance, a demonstration of the vacuum cleaner, or other device. Such conveniences will tend to create a desirable atmosphere and encourage a longer stay by patrons of the store, providing a better opportunity to present new ideas and suggest new articles for their consideration.

### Device Display Stand

**A** DISPLAY stand of the pyramid type has been found particularly useful for the display of seasonable goods such as fans and electric radiators. These stands may be built circular or semi-circular, so that

they can be placed against the wall or in the center of the store and will accommodate a large supply, giving the massed effect, which is so desirable in display work. This should not, however, be used to permit the accumulation of unseasonable articles and must be kept alive and interesting, and its portability will permit it to be moved to various parts of the store to effect an apparent desirable change in the store interior from time to time.

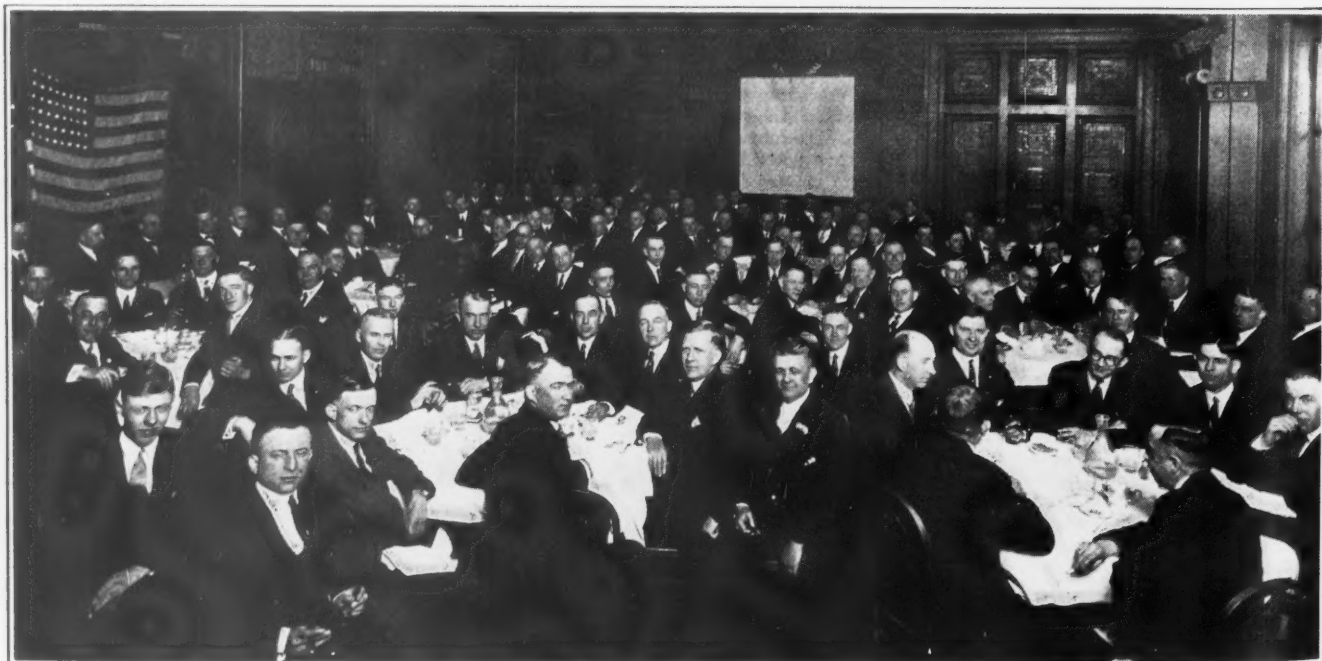
### Portable Lamp Displays

**M**ANY portable lamp displays are ineffective due to the crowding of too many portables in one place. Portable lamps and floor lamps should be used at various points throughout the store to add a touch of color and further enhance the general store appearance. All portables and floor lamps should be equipped with low wattage lamps and kept lighted, as this will add very materially to the cheerfulness of the interior and make the lamps to appear at their best under such conditions. Tables used for the display of portable lamps should be wired so that a minimum amount of cord will be exposed to view.

### Washing Machine Demonstrations

**A**S A washing machine is sold but once to a family, it should occupy a prominent position toward the front of the store, so that the idea of its desirability can be continually brought to the attention of store patrons. The washer should be connected, so that it can be put in motion at the turn of the switch. It should be filled with laundry so that actual demonstration of its application can be given. It is well to avoid the use of platforms in connection with the washer, as they have a tendency to interfere in observing the demonstration. They also put the operator in an unnatural position from the standpoint of operating the device.

## Rocky Mountain Merchandisers Discuss Wiring and Appliance Sales



The yearly convention of the various branches of the electrical industry interested in the merchandising of electrical equipment in the Intermountain district was held under the auspices of the Rocky

Mountain Electrical Co-operative League in Salt Lake City on April 4. The attendance was 150, and an interesting program covering such subjects as "The Selling of Illumination," "Merchandising House Wir-

ing" and "Merchandising Heating Appliances" was provided by experts in these various fields. The meeting closed with a banquet presided over by Markham Cheever.



# "How We Pulled Our Fixture Business Out of the Hole"

Methods That Increased Sales of Martin Gibson Company, Detroit, by 400 per Cent, Reduced Inventory, and Speeded Up Turnover

By D. G. BAIRD

**H**OW properly directed merchandising policies can be made to pull an electrical business out of the hole is admirably illustrated by the experience of the Martin Gibson Company, 3143 Woodward avenue, Detroit, which increased its sales some 400 per cent, cut its average inventory in half, speeded up its rate of turnover and cleaned out all its obsolete stock at a discount of only 10 per cent, all with a reduced selling force and in a single year's time.

As C. L. James, sales manager, outlines the changes that were effected, prior to the time when the new policies were introduced, the company was buying from 87 different sources. These were reduced to ten, from three of which the company buys glass only. The average inventory was around \$18,000; this was reduced to about \$10,000. There was a considerable amount of obsolete stock on hand; this was cleaned out by direct selling to contractors who appreciate bargains. The five salesmen who had been representing the company were replaced by two high-grade men, one of whom had been a shop man. The men in the Martin Gibson shop were put on probation and were encouraged to bring their work up to the new standard set for them, with the result that the company has not had a complaint or a "condemn" in nearly a year. Cordial relations were established and maintained with architects and contractors, then the men went out and sold goods.

"Concentrating our buying gave us better co-operation from the manufacturers, better discounts, and fewer conflicting lines," Mr. James explains. "It is only natural that a manufacturer who enjoys a large share of one's business is going to give him better co-operation and better discounts than if he gets only an

occasional small order. Not only so, but the manufacturer becomes more familiar with the dealer's trade and is in better position to pass along advantageous offers of goods from time to time.

## Sources of Supply Concentrated

"Then too, reducing the number of sources enabled us to reduce our inventory and to speed up our turnover. With such a large number of sources, we found that we had many small lots of fixtures that were more or less in direct conflict with one another and by cutting out a large proportion of these entirely, we were able to reduce our stock materially, while at the same time showing as wide variety as desirable. Cutting our stock in half would have meant a doubled rate of turnover, even if we had secured only an equal volume; as it was, our turnover was multiplied several times.

"Practically all the ceiling fixtures in our salesroom were obsolete. I took care of these myself and suc-

ceeded in disposing of them all—about a hundred of them—at discounts averaging not more than 10 per cent. A lot of brackets were cleaned out in the same way.

"Then we went out and got two expert salesmen, one of whom had been a shop man. We wanted him because he knows materials, finishes, periods, workmanship, and other technical features of fixtures that many salesmen do not know. These two men, with my assistance, sold four times as much last year as five men sold the year before.

"The first thing we did with these two salesmen was take them around and introduce them to all the architects and the principal building contractors of the city. Now we insist that they keep in close touch with the architects, contractors, and interior decorators and co-operate with them in every way possible.

## Shop Efficiency Was Stimulated

"For six weeks after we made the changes spoken of, I spent much of my time going around and ironing out the troubles that had resulted from the haphazard work done by the shop men. They had been going out and just throwing up jobs any old way. I got those things adjusted, then I made some changes in the shop. We had two old employees who were not getting as much as the others because they were not doing as good work and we put it up to them to show that they deserved more. In fact, we put the whole shop force on probation and made every man responsible for his own kicks, if he had any. Since we got the shop force working smoothly, we haven't had to go out on a single job and we haven't had a complaint or a 'condemn' in nearly a year. The two men who were required to prove that they were worth as much as the others are still with us and are the

### Read How This Detroit Firm "Got Back on the Track" by—

Reducing the number of concerns from which it bought—from 87 to 10.

Cutting down inventory—from \$18,000 to \$10,000.

Cleaning out its obsolete stock by quick sales to the trade.

Replacing five "ordinary" salesmen with two "good men."

Putting the shop force on probation and making every man responsible for his own kicks—if any.

best men we have. In the meantime, Mr. Martin says the shop efficiency has increased at least 35 per cent."

Mr. James is a great believer in direct selling and in keeping in close touch with architects, contractors, and interior decorators. Nor does he keep in touch with these men merely to grab all the orders he can from them. Hardly a day passes that the Martin Gibson Company doesn't co-operate with some architect or contractor by giving him the benefit of expert electrical knowledge and experience free.

"We can be of great help to these men," Mr. James points out, "and we are always glad to do so, whether or not we get the business. We will go to any length to help them lay out the wiring of a building, plan the system of lighting, or the arrangement of outlets. They appreciate such service, of course, and they in turn are glad to turn what business they can our way.

#### Architect Helps Land the Fixture Order

"Just recently, for example, we helped an architect lay out the wiring for an indirect lighting system in a suburban church. When it came time to bid for the fixtures, the architect told the minister frankly that we had been of considerable service in laying out the wiring, that we were

thoroughly familiar with what was required, and that he would like to see us get the job. We got it—a \$6,000 job.

"We are working on a hospital out in the state right now that we got in much the same way. The architect asked us to advise him on the proper location of outlets, with the result that we got the contract for the tile and fixtures—a handsome job.

#### Co-operation Is Profitable

"We are now following the same policy with interior decorators. We encourage them to co-operate with us in planning the interior decoration scheme so the lighting fixtures will harmonize with the other details. Some time ago we installed the fixtures for one decorator and yesterday he came to the salesroom with samples of the draperies of every room in a new house he's decorating and asked us to tie up with him on a \$6,000 job.

"We don't get every job on which we give free service, by a long shot, but we always consider such service well spent, and it often results in our getting either that job or the next one the architect or decorator has."

The Martin Gibson Company carries fixtures for small, inexpensive houses as well as for the better residences and for public buildings, and

it has done a great deal toward educating contractors to the advantage of equipping their small houses with better fixtures.

"We had nine contractors who were building cheap houses and were allowing only \$85 each for fixtures," Mr. James relates. "I went right after those fellows and showed them where it would be to their advantage to put in better fixtures, even if they had to get more for the houses, and now they are allowing \$150 for fixtures in each house.

"One builder who is specializing in \$15,000 houses was allowing only \$125 a house for fixtures. We persuaded him to double his appropriation for fixtures and now he is putting in \$250 worth of fixtures to the house.

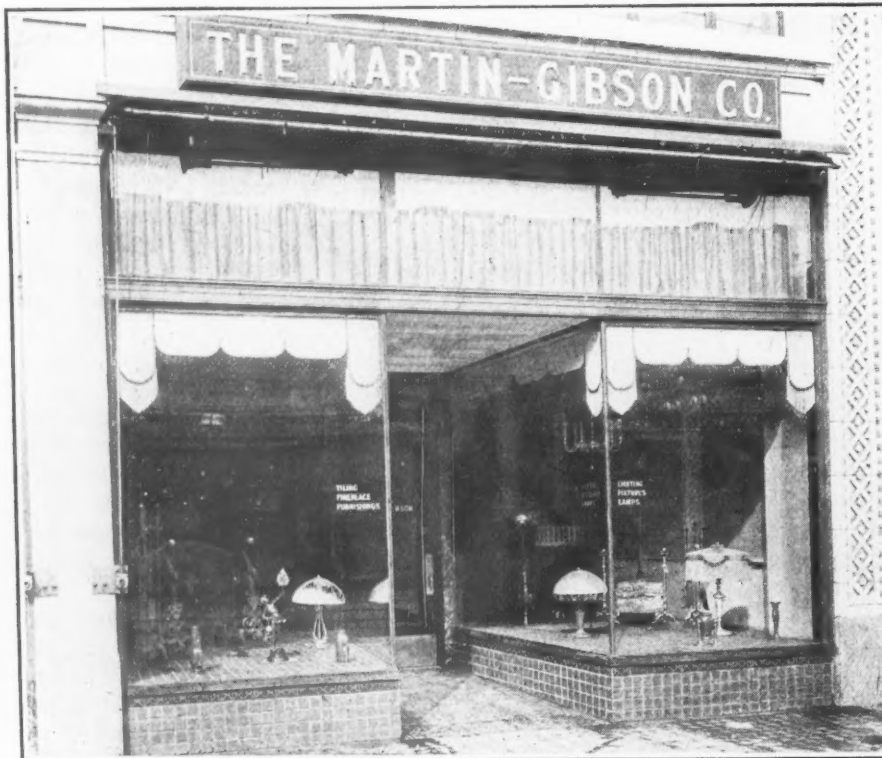
"Another builder had a contract for 121 houses to be sold at \$5,000 each and he had appropriated just \$16.50 per house for fixtures. We refused to take the job till he had raised the appropriation to \$35 a house and then he had to have 16 houses ready for installing the fixtures at a time. At \$35 each, we gave him an assortment so that every seventh house would have different fixtures.

"We simply tell these contractors that they should be ashamed to put such junk in their houses. We point out that if \$85 fixtures, say, are replaced by \$150 fixtures, the house is worth at least \$300 more. They can be, but even if they couldn't we had rather not be a party to putting in any such fixtures. A little earnest conversation, though, usually is sufficient to bring them around and make them see the advantage of putting in better electrical equipment."

#### Selling Churches and Public Buildings

In going after big jobs such as churches, schools, hospitals, and theatres, Mr. James says, the main thing is for the salesman to know illumination and to be able to stand up and tell the proper persons the "whys and wherefores." He himself sold 70 per cent of the churches of the city for years, he says, and he was successful in doing so simply because he knew the requirements and was prepared to give reasons for his statements. One of the Martin Gibson salesmen now devotes his entire time to this phase of the business; that is, getting orders for public buildings.

The salesman who goes after resi-



The Martin-Gibson Company sets a good example in keeping its windows up-to-date and well-lighted. A view of the windows is the first impression a customer or pros-

pect gets, and it should be remembered that first impressions are lasting. The Martin-Gibson Company practices what it preaches.



dence business, Mr. James points out, must know periods, designs, finishes; must know his own stock and his manufacturers' designs; and must be able to read blue prints. One occasionally meets a customer who thinks he knows something about the subject and it is necessary for the salesman to know his subject thoroughly enough to establish him-

self in the opinion of such customers.

As practically all the actual selling is done in the salesroom, the matter of display is important and embraces many little details that must be watched. A soiled or fly-specked price tag, for example, may block a sale when it apparently has been made. Needless to say, the fixtures on display should be of the

latest and most-approved type. The Martin Gibson Company now makes a practice of weeding out obsolete fixtures regularly and selling them at a discount to contractors who are glad to get them at bargain prices. Slowly-moving lines are similarly disposed of, thus speeding up the turnover and keeping the stock clean and fresh at all times.

### *Electrical Dealers Who Are Making Money—and Why (V)*

# An Analysis of Five Fixture Dealers' Businesses

How, through Careful Budgeting, Three Dealers Made the Profit Rate They Had Planned, While the Other Two Fell Short. A Report to the Cleveland Electrical League by Its Accounting Expert

M. D. JAAP

**D**URING the past few months I have been telling the story of "costs" and listening to the story of "competition." The thing that is still a problem to me is how practically every dealer has the same story to tell about his competition, namely, that his competitor cuts the prices and makes it hard for him to maintain the proper selling price on his merchandise.

I have started my report in this manner, because I believe one of the most serious conditions in the local field is that too much time is spent in worrying about the other fellow's business and not enough time spent in getting down to brass tacks on the individual's own business and developing a sound method of establishing selling prices.

The purpose of business is service, and a business cannot succeed if it is unable to furnish service. The service cost of a business is the total overhead expense which consists of the following general expense accounts, which may be still further subdivided if the size of the business warrants:

Advertising, allowances, auto expense, bad debts, depreciation, discount allowed, dues, donations and subscriptions, freight and express, general ex-

pense, heat, light and power, insurance, legal and collection, office salaries, rent, salaries (executive), stationery, supplies and postage, taxes, telephone and telegraph, interest.

The amounts that are charged to the above accounts represent overhead, and before a selling price can be established on any merchandise, the ratio of overhead to cost must be determined. When this ratio is determined, it is applied to every piece of merchandise before a selling price is arrived at.

#### Overhead Ratio Usually Overlooked

It is self-evident then, that profit is the margin between selling price and cost; yet this is frequently overlooked when time is spent in considering cutting to meet a competitor's price or to keep an organization busy, or, for any number of other reasons, which may sound good enough but which do not take into consideration the cost, which is the price of merchandise from the manufacturer, plus

shop labor, plus the proper ratio of overhead.

If the dealer is content to continue his business in a slipshod manner without regard for his cost of doing business, then a day of reckoning lies before him. Merchandise must be sold at a profit if a dealer is to remain in business.

#### Planning the Budget

The safest method to insure a profit is through an intelligent budget which means that at the beginning of a period a dealer must pre-determine, with a reasonable degree of accuracy, his volume of sales, his approximate cost of sales and the overhead expenses.

For the purpose of convincing dealers who are not yet sold on the necessity of an adequate record system I have secured the operating statements of five different firms, covering their business for the year 1923. At this time I wish to ex-

	No. 9	No. 8	No. 11	No. 10	No. 12
Sales.....	\$26,020.62	\$28,685.54	\$108,074.78	\$72,836.32	\$61,041.48
Cost of merchandise.....	11,783.41	13,314.50	56,799.02	51,103.93	42,980.38
Gross profit.....	\$14,237.21	\$15,371.04	\$51,275.76	\$21,732.39	\$18,061.10
Overhead expense.....	10,708.48	12,069.16	41,683.09	20,228.83	22,118.84
Net profit.....	\$3,528.73	\$3,201.88	\$9,592.67	\$1,503.56	(\$4,057.74)
Overhead rate on cost, per cent.....	90.9	90.6	73.4	39.5	51.4
Overhead rate on selling price, per cent.....	41	42	38.8	28.3	36.2
Profit on sales, per cent.....	13.5	11.2	9.6	2	Loss 6.6

press my appreciation to these dealers, of their co-operation and for the information furnished.

The following summary will give a bird's-eye view of the operations of the five dealers in question:

The purpose of showing the operations of dealers Nos. 8, 9 and 11, is to convince the "skeptical" that it is possible, even in Cleveland, to operate a business successfully.

On the basis of the figures of last year, I will use the illustration of how to arrive at a selling price in order to secure a 10 per cent profit on cost:

<b>Dealer No. 8</b>	
Merchandise cost.....	\$10.00
Labor.....	1.50
Plus 90.6 per cent overhead.....	11.50
Total cost.....	21.92
Plus 10 per cent profit.....	2.19
Selling price.....	24.11
<b>Dealer No. 9</b>	
Merchandise cost.....	\$10.00
Labor.....	1.50
Plus 90.9 per cent overhead.....	11.50
Total cost.....	21.95
Plus 10 per cent profit.....	2.20
Selling price.....	24.15
<b>Dealer No. 11</b>	
Merchandise cost.....	\$10.00
Labor.....	1.50
Plus 73.4 per cent overhead.....	11.50
Total cost.....	19.94
Plus 10 per cent profit.....	1.99
Selling price.....	21.93

These three dealers followed the above method of marking their goods and the reason for a variation in the per cent profit to sales may be

<b>Firm No. 8</b>	
Sales.....	\$28,685.54
Labor.....	\$4,060.00
Material.....	9,254.50
	13,314.50
	\$15,371.04
Salaries.....	\$3,900.00
Rent.....	1,500.00
Heat, light and power.....	420.00
Telephone and telegraph.....	276.50
Stationery and supplies.....	216.70
Postage.....	45.95
Taxes.....	375.00
Insurance.....	293.71
Freight and cartage.....	186.15
Discount and allowances.....	743.76
Office salaries.....	1,560.00
Depreciation furn. and fix.....	35.00
Depreciation autos.....	425.00
Auto expense.....	916.39
Miscellaneous expense.....	847.50
Bad debts.....	327.50
	12,069.16
Net profit.....	\$3,201.88
Overhead rate on cost, per cent.....	90.6
Overhead rate on selling price, per cent.....	42
Per cent profit on sales.....	11.2

<b>Firm No. 9</b>	
Sales.....	\$26,020.62
Cost of sales.....	
Merchandise.....	\$8,403.41
Direct labor.....	3,380.00
	11,783.41
Gross profit.....	\$14,237.21
Expenses.....	
Salaries.....	\$3,600.00
Office salaries.....	1,200.00
Indirect labor.....	1,200.00
Auto expense (2).....	1,365.39
Rent, light and phone.....	1,090.41
Association dues.....	409.47
Taxes and advertising.....	256.43
Allowances, interest and discounts.....	681.31
Bad debts.....	274.67
Stationery and supplies.....	67.85
Miscellaneous expense.....	562.95
	10,708.48
Overhead rate on cost, per cent.....	\$3,528.73
Overhead rate on selling price, per cent.....	90.9
Per cent profit on sales.....	41
	13.5

that dealers Nos. 9 and 8, figured more than 10 per cent profit or that their volume was larger than they anticipated. Dealer No. 11 set up his budget in order to secure a 10 per cent profit on his sales, and secured 9.6 per cent profit which shows very careful planning and management. Dealers Nos. 10 and 12 tell a different story.

In the case of dealer No. 10, his overhead expenses as shown in the detailed operating statement, do not seem to be out of order. His difficulty is that he has gone after volume under the impression that volume alone would create a profit and has found himself with over 2½ times the volume of business of No. 9 and less than one-half the amount of net profit. If he had set up an intelligent budget at the beginning of the year and established a rate of over-

head that would have covered his entire expense for the year and set out to pay total expense plus a profit, then secured the volume of business that was necessary to do this, he would perhaps have found that his volume would have been much less and profit more. This is the case of a dealer who cuts prices. The results speak for themselves, and I am sure that a proper budget set up for the coming year will cause his operating statement at the end of this year to show a much more satisfactory condition.

#### A Dealer Who Didn't Know His Costs

Dealer No. 12 tells a story of the lack of adequate information as to cost of doing business. This is the only statement of the five where it was impossible to segregate the fix-  
(Continued on Page 4384)

<b>Firm No. 10</b>	
Sales.....	\$72,836.32
Cost of sales.....	
Merchandise.....	\$39,244.46
Labor.....	11,859.47
	51,103.93
Gross profit.....	\$21,732.39
Expenses.....	
Automobile expense.....	\$1,324.56
Advertising.....	360.86
Allowances.....	1,956.22
Bad debts.....	967.88
Depreciation.....	701.40
Discounts allowed.....	801.60
Dues, donations and subscriptions.....	580.67
Freight and express.....	157.16
General expense.....	1,009.94
Heat, light and power.....	480.20
Insurance.....	190.30
Legal and collection.....	776.40
Postage.....	145.14
Rent.....	1,958.68
Salaries.....	6,939.50
Office salaries.....	1,202.95
Stationery and supplies.....	64.43
Telephone and telegraph.....	200.49
Taxes.....	315.00
Traveling expenses.....	64.15
Interest paid.....	31.30
	20,228.83
Net profit.....	\$1,503.56
Overhead rate on cost, per cent.....	39.5
Overhead rate on selling price.....	28.3
Per cent profit on sales.....	2.0

<b>Firm No. 11</b>	
Sales.....	\$108,074.78
Cost of sales.....	
Merchandise.....	42,339.75
Direct labor.....	14,459.27
	56,799.02
Gross profit.....	\$51,275.76
Expenses.....	
Factory supplies.....	\$353.33
Packing and shipping.....	1,536.13
Cartage and delivery.....	2,921.83
Factory expense.....	14.30
Heat, light and power.....	1,471.41
Rent.....	1,258.80
Taxes.....	2,625.51
Hanging carfare.....	32.41
Incoming freight.....	972.84
Office salaries.....	7,916.00
Stationery and supplies.....	296.15
Telephone and telegraph.....	635.25
Postage.....	228.05
Sundry office expense.....	209.70
Legal and collection.....	471.95
Insurance.....	1,505.50
General expense.....	613.93
Salary and commissions.....	13,102.08
Advertising.....	18.26
Sundry selling expense.....	2,269.93
Outgoing freight.....	62.05
Interest.....	441.00
Discount allowed.....	889.43
Bad accounts.....	1,837.25
	41,683.09
Discount earned.....	\$9,592.67
	814.14
	\$10,406.81
Overhead rate on cost, per cent.....	73.4
Overhead rate on selling price, per cent.....	38.8
Per cent profit on sales.....	9.6

<b>Firm No. 12</b>	
Income.....	\$61,041.48
Cost of sales.....	
Merchandise.....	\$39,469.62
Labor.....	3,510.76
	42,980.38
Gross profit.....	\$18,061.10
Expense.....	
Advertising.....	\$1,356.85
Auto expense.....	331.00
Bad debts.....	241.39
Commissions.....	2,945.19
Discount allowed.....	638.42
Freight.....	700.58
General expense.....	956.49
Heat.....	157.98
Insurance.....	259.44
Interest paid.....	1,618.83
Store salaries.....	3,798.43
Property expense.....	89.67
Light.....	442.49
Office salaries.....	2,703.95
Executive salaries.....	3,764.18
Permits.....	118.13
Rent.....	1,100.00
Taxes.....	531.93
Telephone.....	181.39
Dues, donations and subscriptions.....	182.50
	22,118.84
Net loss for period.....	(4,057.74)
Overhead rate on cost, per cent.....	51.4
Overhead rate on selling price, per cent.....	36.2
Per cent loss on sales.....	6.6



# Making Local Co-operation Pay

Denver Co-operative League Uses Broadcasting Station to Spread Message of Proper Wiring—Sacramento Dealers and Central Stations Join Hands and Put Over a Better Lighting Week—Cleveland League's Report Reflects Great Progress

## Outlets Increased Nearly Five per Job at Denver

The electrical manufacturers and jobbers whose goods are sold in Denver, Colo., have united with the local electrical contractors and dealers and the local power company, in an Electrical Co-operative League to develop the electrical business there.

During the past six months, the League obtained an increase of 2,444 outlets to 500 jobs—an average of 4.9 outlets per job. These jobs directly benefited 44 individual contractors in Denver. Twenty-seven builders (an average of more than one a week) submitted their plans to the League for suggestions in regard to the lighting, to say nothing of those who decided off-hand to increase the lighting facilities of their buildings. Many builders agreed (and kept their agreements) to advertise electrical installations along with other features, such as hardwood floors, sleeping porches, tiled baths, etc.

### Extent and Types of Outlets Installed

The following table shows the extent and types of the outlets installed during the six months which the report covers:

Convenience Outlets .....	1,437
Switch Outlets .....	205
Bracket Outlets .....	186
Ceiling Outlets .....	571
Miscellaneous .....	45
	<hr/> 2,444

One building contractor who put up 19 dwellings, increased the number of outlets by 95. In another case, the wiring of a theater, connected with an apartment house and two stores, was increased by 100 outlets. A leading home builder installed duplex convenience outlets instead of singles in his "homes for sale." This man advertises that he has built 600 homes in Denver—and his activity will go on—so that his

electrical education will result in continued increase in work for electrical contractors.

The League has developed a regular weekly program for dissemination of information (by means of radio) from a local broadcasting station, regarding the reasons why homes should be properly wired. The owner of the broadcasting station has said that the programs have been of more value than any other feature provided and for this reason has encouraged their continuance. This information has been carried to all parts of the Rocky Mountain region, not to mention Denver itself, where it is known that a goodly number of sales, especially of convenience outlets, have directly resulted.

The League has taken an active part in the various shows and exhibitions held in Denver during the year. Altogether the Electrical Co-operative League of Denver has been a decided, though inexpensive, success.

## "Just Touch That Switch!"—England's New Electric Slogan

Some one, some day, will produce the slogan we have all been waiting for in the electrical industry. Meanwhile, the British Electrical Development Association has been conducting a contest for such a slogan, for which prizes have been awarded as follows:

First prize—"Just Touch That Switch."

Second prize—"Electrify and Troubles Fly."

Third prize—"The Right Way—the Electric Way."

## Sacramento Dealers Hold Better Lighting Week

Great success is reported from Sacramento, Calif., as a result of the Better Lighting Week held there recently. This was a campaign in which all the local electrical merchants joined directed toward im-



The neighborhood merchants dressed this window of the J. C. Hobrecht Company, of Sacramento, and at the same time sold

themselves the idea of better lighting, while they provided one of the most effective windows of the year for Mr. Hobrecht.



Samples of the Better Lighting advertising which was featured by the progressive electrical merchants of Sacramento during "Better Lighting Week." A corps of speakers was organized and programs on the subject of lighting were arranged.

proving the lighting in local stores, homes, offices and industrial plants.

A broadside of advertising emphasizing the Better Lighting idea was run in all of the newspapers over the signatures of the various electrical concerns and special windows featuring this idea were part of the week's campaign. A corps of speakers was organized and programs on the subject of lighting were arranged at luncheon and evening meetings. The High School and Junior College, Advertising Club and Lions' Club were addressed—and an open meeting was held in the Chamber of Commerce Building, which was very widely attended.

Both the Great Western Power Company and the Pacific Gas & Electric Company who serve Sacramento co-operated in the campaign and assisted materially in its success.

### What the Cleveland Electrical League Has Done

Following is a summary of the work done to date by the Electrical League of Cleveland, as reviewed in the annual report, recently issued.

Since its formation the League has—

1. (a) Exhibited 10 electrical homes to 190,248 visitors.
- (b) Located outlets on 300 sets of home plans for architects, building contractors and owners.
- (c) Distributed 5,000 copies of twelve page "Home Wiring Suggestions" book-

lets to people who have taken out permits to erect dwelling buildings.

(d) Employed special representatives to deliver to and discuss contents of "Home Wiring Suggestions" with architects.

(e) Mailed "Home Wiring Suggestions" to all building contractors and wiring contractors.

(f) Prepared and distributed over 5,000 copies of twelve page booklets "Lighting Suggestions for the Home" to architects, house building contractors, lighting fixture dealers and to each person taking out a permit to erect a dwelling building.

(g) Raised the standard of house wiring to provide an increase on an average of seven (7) convenience outlets in new homes or an increase of approximately 42,000 additional outlets in new homes erected in 1922.

(h) Influenced buyers of home lighting equipment to spend 30 per cent more for lighting fixtures and shades.

(i) Assisted in increasing the volume of domestic appliance business to \$3 per capita.

2. Employed special representatives to assist in making every range owner a satisfied user. Report for ten months in 1922 shows 1,075 calls on 565 range owners—with 366 partial or complete demonstrations; adjusted 255 complaints and made minor repairs or adjustments on 202 ranges.

3. Assisted electrical page editors of daily papers in securing news copy for free space with a value of over \$40,000—(1921 and 1922).

4. Distributed over 60,000 "Electrical Home" booklets and 10,000 "Wired Furniture" booklets.

5. Distributed over 5,000 copies of an

electrical directory of firms who are supporting league activities.

6. Provided school for salesmen which was attended by 284 people.

7. Prepared and distributed 26 lessons on "Electricity and its Uses" to 3,690 high school pupils and 175,000 readers of the Cleveland Plain Dealer.

8. Demonstrated the value of proper lighting in shops and factories to 2,012 manufacturers—also conducted an Industrial Lighting School.

9. Demonstrated the value of proper store display case and display window lighting to 759 merchants.

### Don't Spoil the Beauty of the Bracket by Placing Wall Outlets Too High

Photographs of recent home lighting installations have shown that some contractors are placing bracket outlets too high from the floor.

During the last year or two the general style of wall bracket has changed from the plain one-light type with pendant shade, to the two-light and three-light candle type using shields, or small shades placed on the lamp.

The actual light source of the old one-light bracket was approximately six inches below the center of the outlet, while in the prevailing candle types the light source is from six to nine inches above the center of the outlet. Hence the position of the lamp filament relative to the outlet has been raised a foot or more.

In rooms with nine foot ceilings it has been common practice to install a wall outlet six feet or six feet six inches from the floor, and while this was all right for the old-style bracket, it is all wrong for the present candle style. If the lamp filament is to be kept at the same height from the floor the outlet must be lowered about one foot.

A moment's thought and comparison will show one that the general sweep of the old style bracket was downward while the lines of newer brackets are all upward. This alone would make the new bracket appear higher if it were installed at the same level as an old style bracket.

Outlets installed six feet and six feet six inches above the floor in rooms having nine-foot ceilings are too high for the modern bracket.

They should be placed *not over five feet six inches above the floor* in first floor rooms and *not over five feet* in second floor rooms. — *Beardslee Talks.*



## A Simple System of Bookkeeping Devised by a California Contractor-Dealer Gives Him the Up-to-the-Minute Figures on Any Department of His Business

The parable is a flippant one—and even dangerous, if it is to be taken as pointing the moral that it is in-

During a recent conversation in which the point was brought out that the greatest weakness of the contractor-dealer business was that the owner, as a rule, did not know his financial status, there was one man from the Pacific Coast who con-

To begin with, it should perhaps be explained that Mr. Chamblin's business is a trifle unusual, being what he calls "semi-wholesale" in character. That is to say, he com-

[illegible]

Chamblin's "Job Sheet," Form 1, contains an itemized record of hours of labor, materials sent out and returned, sundry extra items, etc., of a construction job. Form 2 is the customer's itemized bill. Form 3, material

sheet, affords space for entering the cost at left and the price charged at the right. Form 4 is used for returning materials to stock. Form 5 is employee's time ticket. All the information needed is provided for.

BROUGHT FORWARD		1668 99	176 54	OUR INVOICE NO 13249	5312 28	LAMPS	SUPPLIES	CONST	MOTORS
950 14	896 05	14 10				350 95	206-8 19	2716 20	194 94

C. L. CHAMBLIN, JR. GENERAL MANAGER		CALIFORNIA ELECTRICAL CONSTRUCTION CO.		OUR INVOICE NUMBER 13249	3982
787 MISSION STREET, SAN FRANCISCO, CAL.		DATE MAR 29, 1924		OUR ORDER NUMBER 3982	5469
SOLD TO JONES & WIGGINS		1041 MAIN STREET		YOUR ORDER NUMBER 10469	
SAN FRANCISCO		ABOVE		DELIVERED 5/28	
DESCRIPTION		QUANTITY	PRICE	AMOUNT	
47 BATT 120 VOLT 519 CL MATZDA LAMPS	6	30EA	1 00	6 00	
08 KEY SOCKETS PEND CAPS	6	45EA	2 70	16 20	
				4 50	
CONSTRUCTION COST IN		SUPPLY COST		1 25	
		MOTOR COST			

382 75	2070 80	2716 20	194 94
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### A Cumulative Sales Summary, Departmentalized, Without the Use of Extra Forms

Chamblin makes the carbon copies of bills sent out serve a double purpose. By making the duplicate bill a few inches wider, he is able to segregate gross revenue in the various departments of the business. These sheets are numbered serially, and as totals are brought forward, it is thus possible to tell at a glance

how much business has been done to date in any one line. To visualize the condition of any department or the entire business for any given length of time, Chamblin has but to chart off the figures shown on the last sheet of each month for the period in question. In this way he keeps a monthly sales summary.

bines electrical contracting with a business in electrical supplies, sold chiefly to large industrial and commercial consumers entitled, on account of their quantity purchases, to something of a discount. He maintains a shop at 687 Mission Street, San Francisco, where it is possible to purchase electrical goods in the usual way. Of recent months, radio has become an important part of the counter sales. The general supply business, being to a large extent on a discount basis, does not yield a large profit on the individual item, but this is to some extent made up by the rapid turnover. Moreover, handling an increased quantity of the materials which would have to be carried for the contracting end of the business in any case, makes it possible to secure these at a lower figure and thus benefits that part of the business indirectly. Not to mention the contracting jobs which are brought in through contracts made in the purchasing of supplies.

When the business was established along these somewhat unusual lines a few years ago, there were many predictions of failure. The experiment, if not questionable, was at least untried—and it was imperative that Mr. Chamblin should know just what was being done by each department of the business and whether it

would pay to continue along the line he had started. That is where the records came in.

There are two somewhat unusual features to the California Electrical Construction Company's system of bookkeeping—two sets of forms worked out for their own use which give, in their way, a complete working record of the company's business.

#### Supply Records Kept

Records are kept of the common details of a construction job in a not unusual way. All supplies sent out to the job are entered on a regular form of a distinctive color, which affords space for entering the cost at the left and the price charged at the right. Small pink slips are turned in for every man employed with a record of the hours of his work and its nature. At the end of the job a separate slip of a different color and shape is made out for the materials returned.

As these records are sent up to the cashier's office each day, they are entered on the "Job Sheet" for the particular job in question. This is a form which has been worked out especially for the needs of this business and provides columns in which to make a complete record of all transactions. Across the top is a record

of the labor—below, the numbers of the various supply slips, the amount sent and the amount returned. As these are entered each day, the record provides a check at the end of the job to see that all material sent out is actually billed. This is a safeguard against the difficulty experienced by so many contractors of finding items which should have been included after the bill has already gone out.

In addition there is space here for sundry expense items, for the figure quoted, provided the job is being done as a contract, and for the itemized record of the cost of the job in labor, material and sundries. There is also a record of the date on which the bill was sent, its amount and when it was paid. This sheet not only offers a check on all figures connected with the job, but shows at any time just what state the work is in. When complete, it is a perfect record of the work and offers the basis for a study of mistakes and successes.

Bills are made out in duplicate as, of course, is practiced in all establishments. Here, however, is where the second special form is used, for instead of merely repeating the bill on the second sheet, a form is used which is wider than the bill form itself. In the extra space to the right, columns have been drawn which represent each department of the business. For the special purposes of the California Electrical Construction Company, these classifications are lamps, supplies, construction and motors. On occasion when it has seemed desirable to keep records on other special items in the business, a separate column has been used for these. Thus, before radio was accepted as a permanent feature of the counter sales, a separate record was kept which showed at once the figure of gross sales and the costs during each month.

In these special columns are entered all appropriate items appearing on the bill. As these second sheets are numbered serially and as the total is brought forward each time from the preceding sheet, it is thus possible to tell at a glance just how much business has been done to date in any one line. Cost data is also entered from the "Job Sheet" or supply tag, as the case may be, and segregated at the bottom into costs for labor, material and expense, in the case of a construction job, or for supplies and motors if it is a simple



purchase. A total figure is brought forward from the preceding sheet on these items as well, so that the record is really complete.

This system is started fresh each month, so that the total figure on any one sheet represents the amount of business done that month. The yearly total is simply obtained by adding together the figures on the last sheet for each month. Lamp costs are not entered on this form, as these are carried on consignment.

At the end of each year, it is a simple matter to take the monthly totals from these sheets and plot them in graph form, so that the details of the business may be seen at a glance. By keeping these charts from year to year, it is possible to check up the relative prosperity of the business, to see at once which lines have been bettered during the year and which have fallen off and which months mark the high and low points in each department of the business.

Aside from these forms used in bookkeeping, Mr. Chamblin has several other cardinal principles in business, which, although not new in themselves, are nevertheless not always applied by others. In the first place, he believes in taking advantage of cash discounts. By paying his bills promptly he saves annually, as he puts it, enough to pay the rent of the store. It is not always possible to pay all bills out of the current funds of the business, as the money may be tied up for the moment, but in that case, it is borrowed from the bank and the bill paid. The note with the bank can usually be met within thirty days and the trifling interest which must be paid the bank is nothing in comparison to the saving made by the discounts.

#### Pays Himself a Salary

In the second place, Mr. Chamblin points out that it is one of the first principles of success for the proprietor of the establishment to pay

himself a salary—and an adequate one at that. Too many contractors count that they will obtain their reward from the profits on the work which will be so much the greater if they omit the salary to themselves. On the contrary, as Mr. Chamblin points out, their profits in this case are actually smaller. For the figure of salary goes into the overhead—and as the price charged is figured upon costs plus overhead, with a percentage added, it is obvious that if the overhead is reduced by omitting the proprietor's salary, the percentage return which he obtains in profits is thereby also reduced.

In general, the principle of success in bookkeeping is to maintain the golden mean, keeping a working knowledge of the state of the business without too many books and figures. The forms and methods designed by the California Electrical Construction Company for the keeping of their records very satisfactorily meet this need.



## Selling Radio Sets Right in the Home

Many Families Actually Waiting for Radio Outfits to Be Brought in and Demonstrated—"A Sale for Every Demonstration" Is Record of One Salesman Who Earns \$200 a Week in Commissions

**"T**HERE isn't any demand nowadays. You can't sell radio. It's no use."

Pessimism of exactly this sort is being expressed by many radio dealers, both electrical and non-electrical, who are sitting back in their shops sorely depressed over poor business.

But radio can be sold—is being sold—by men who are going out into the field, putting a set into a home, and making the family like it so much they will part with real money rather than let the set go.

One man who has proved that "it can be done" is R. C. Bradley, direct from the household appliance field in Chicago. Four months ago he accepted the position as sales manager

of the newly organized Reflex Radio-phone Sales Company, New York City. Today he has a crew of 125 men, each selling an average of three sets a week, by getting out of the store and demonstrating in the home.

#### Adapting Appliance Sales Methods to Radio Sets

In fact, the Reflex company doesn't even have a store. When Bradley accepted the managership, he fitted up an office and repair shop for \$500, advertised for salesmen, and sent them out into the field. The average salesman is now selling three sets a week, and the best salesman has not missed a sale in four months. The latter, on a 15 per cent commis-

sion, has made as much as \$200 a week, at no time giving more than one demonstration a day.

In spite of the Reflex company's immediate and continuing success, its salesmen seldom, if ever, ring the front door bell without an invitation to do so. Bradley started his selling by advertising. He inserted in a newspaper an ad reading: "What's the use of running around town looking at sets when one will call on you? Phone us or send us a postcard today." This brought in a number of replies from prospects, 90 per cent of whom were sold on a first demonstration.

Bradley's men sell good sets, and the company maintains service on each set sold, so it soon built up a



### What Bradley Learned About Selling Radio in the Home

A good set will sell itself—once placed in the home.

Evening is the best time to demonstrate.

"Satisfied customers" give the best "leads."

One set can be sold for every demonstration.

Service will overcome demands for discount.

Customers are more interested in getting "good reception" than in price.

Fifty per cent of the purchasers will pay cash.

The salesman should be adaptable.

list of "satisfied customers." From then on the sailing was clear. After a set had been in a home for a few days, the salesman would return to see "how the family was enjoying it." Of course, they thought "it was great," so the wise salesman immediately asked for the names of friends who were without this set. Often the lady of the house, herself, would willingly call up a neighbor to arrange for a demonstration. These prospects recommended by customers soon proved to be the best "leads," assuring a minimum of three sales out of every six demonstrations.

#### How and When to Sell

One secret of this success lies in Bradley's careful instructions as to "the time to sell," "the place to sell," and "the way to sell," and, to Bradley, selling means demonstrating. His instructions were these:

*"The time to sell is evening.* Don't bother a housewife in the morning or early afternoon, before her housework is done. Sometimes the late afternoon may be spent in arranging for appointments, but never in selling. Demonstrate in the evening when the entire family is in a mood for listening to a good program, and when the husband is there to foot the bill. Plan for only one demonstration an evening, so that you won't have to rush away before a prospect is thoroughly sold.

*"The place to sell is in the home.* Radio, whose place is in the home, is shown off to its best advantage in a home setting. Specialize in moderately priced homes. The wealthy and those living in city apartments are too hard to reach, because of maids or doormen. The poor, of

course, cannot pay for an expensive set. So, go to the moderately priced homes, into the suburbs and country.

*"The way to sell is to let the set sell itself.* Tune in on a good program, and if the prospect seems to enjoy it, leave it on. Don't try to 'show off' a set by tuning in on several stations in succession. Clarity of a set is a stronger selling point than range of reception. Don't talk much about the 'range of the set,' nor of technical details. These topics invariably lead to difficulty. Get the family comfortably seated in chairs around the set, and let the set talk itself into a sale."

#### Seven "Don'ts" for the Radio Salesman

Don't brood because business is bad. Get out and make it good.

Don't drop your customers after you have "sold them." Follow them for "leads."

Don't talk too much when selling a set. Give the set a chance to sell itself.

Don't talk radio technicalities. Talk entertainment.

Don't grant discounts. Grant plenty of "service."

Don't canvass in the morning. Wait until the housewife can greet you.

Don't tune in on too many stations during demonstrations. Let the prospect enjoy an entire selection.

The importance of leaving a set tuned in on one good program is illustrated by one of Bradley's own experiences. "The other evening," he says, "I was out on a demonstration, and tuning in on a classical program, saw that the prospects were attentive. I sat back in my chair for over an hour without saying a word. The family so thoroughly enjoyed the program, that when the station finally signed off, the man of the house turned to me, and asked 'how much does the set cost?' After the price was told him, he said 'I'll take it. When can you have one here for me?' Of course he was agreeably surprised when I answered, 'You can have this one.'"

This "in the home" selling of course requires a special type of salesman. Bradley avoids "high-pressure" salesmen. He chooses a man on a basis of his adaptability to the family circle, his ability to properly conduct himself at an evening's entertainment in the home.

Following is the form of agreement or "lease" used when sets are sold on an installment basis:

#### AGREEMENT

Made the \_\_\_\_\_ day of \_\_\_\_\_ 192\_\_\_\_, between Reflex Radiophone Sales Company, of 152 West Forty-second Street, in the Borough of Manhattan, City and State of New York, hereinafter referred to as the "Lessor" and residing at \_\_\_\_\_

hereinafter referred to as the "Lessee." Wherein it is mutually agreed as follows:

*First:* The lessor hereby agrees to lease to the lessee and the lessee hereby agrees to rent from the lessor the following radio equipment:

One (1) receiving set; one (1) loop; one (1) carrying strap; four (4) tubes; four (4) B. batteries; one (1) 6-volt storage battery; one (1) battery charger; one (1) head set with plug; either one (1) phonograph loud speaker with plug or one (1) horn with plug, for six months from the date hereof, at a rental of two hundred and thirty-five (\$235) dollars, including service and interest charges during such period, payable as hereinafter set forth.

*Second:* The lessee hereby agrees to pay to the lessor at its office, above stated, or its duly authorized representative, for the use of said radio equipment the sum of seventy-six (\$76.00) dollars, upon the signing and sealing of this agreement, receipt whereof is hereby acknowledged, and the balance of one hundred fifty-nine (\$159.00) dollars in installments of twenty-six and 50/100 (\$26.50) each on the fifth day of each month to be evidenced by six promissory notes each for the said sum of Twenty-six and 50/100 (\$26.50) dollars, made and executed and delivered by the lessee to the lessor.



**Third:** The lessor at his own cost and expense shall deliver to the lessee said radio equipment, at the lessee's residence No.

**Fourth:** The lessee further agrees:

(a) That said radio equipment shall not be removed from the said premises without the consent of the lessor first had in writing.

(b) That said radio equipment shall be preserved and when returned to or otherwise repossessed by the lessor, shall be in as good condition as when delivered to the lessee, ordinary wear and tear resulting from careful use alone excepting.

(c) That the lessor may from time to time, by its agent, enter said premises and examine the said radio equipment and that no repairers except those employed by the lessor shall be permitted to do any work whatsoever upon the said radio equipment, during the continuance of this agreement.

(d) That in case of any damage to said radio equipment by any cause other than ordinary wear resulting from careful use, the lessee shall pay to the lessor the amount of such damage.

(e) That in case of the destruction of the said radio equipment from any other cause than fire, the lessee shall pay to the lessor the above valuation, less the total amount of any rent which may have been paid hereunder.

(f) Not to mortgage, sublet or assign his interest in this agreement, or in any way encumber the said radio equipment nor suffer any charge or encumbrance to be placed thereon.

(g) That upon his default in the payment of any one or part of the aforesaid notes, or in the performance of any of his covenants, or obligations, hereunder, all of the said notes shall, at the option of the lessor, become due and payable, and the lessor shall be entitled to sue for and recover the same.

**Fifth:** That if the lessee shall fail to perform any of the terms of this agreement or permit or suffer a petition in bankruptcy to be filed by or against him, or a judgment to be obtained against him, then the lessor shall have the right, at its option, without further notice or demand, to take possession of the said radio equipment and remove the same, and enter the premises where the lessor shall have reasonable cause to believe the said radio equipment to be and remove the same without being deemed to have done anything wrongful and upon such taking, the terms of this agreement and the right of the lessee to hold and use said radio equipment shall cease without any prejudice, however, to any right or claim of the lessor for arrears of rent, if any, or on account of any preceding breach whatsoever of this agreement, and irrespective of whatsoever action, if any may have been begun by the lessor to recover upon any claim for rent, or otherwise.

**Sixth:** That when this lease is terminated or the said radio equipment is, in any manner repossessed by the lessor, the lessee shall not on any ground, statutory or otherwise, be entitled to any allowance, credit, return or set off for payments previously made, but all such payments thereto-

fore made shall be retained by the lessor as compensation for the use thereof and that except as forbidden by law, the lessee hereby waives the provisions of the personal property law of the State of New York.

**Seventh:** That time, indulgence or concessions granted by the lessor to the lessee shall not alter or invalidate this agreement nor constitute a waiver of any of the provisions hereof, after such time, indulgence or concessions shall have been granted.

**Eighth:** That no other contract or understanding of any kind has been entered into by the lessor or lessee altering, or changing, in any way the terms of this agreement.

**Ninth:** That all the terms of this agreement have been read, understood and are agreed by the lessee to be just and reasonable before signing.

**Tenth:** The lessee hereby warrants that the statements made and the references given on the Schedule hereto attached are true and correct and are made for the sole purpose of inducing the lessor to make and execute this agreement and furnish the radio equipment herein set forth to the lessee.



**"Satisfied customers" give the best "leads." Ask them to call up their neighbors**

**Eleventh:** Until default shall be made by the lessee of any of the terms, covenants and conditions of this agreement, the lessee is to remain in quiet and peaceful possession of the said radio equipment and the full and free enjoyment of the same.

**Twelfth:** This agreement shall be binding upon the legal representatives and assigns of the respective parties.

Witness our respective hands and seals the day and year first above written.

REFLEX RADIOPHONE SALES COMPANY.

By .....

Witness:—

.....  
We hereby agree that if the above-named lessee shall perform all his covenants and obligations under the foregoing agreement and shall make each of the foregoing payments as the same shall become due, then, and in such event and in further consideration of the payment to us of One (\$1.00) dollar, we shall sign and deliver to said lessee a bill of sale for said radio equipment.

REFLEX RADIOPHONE SALES COMPANY,

By .....

New York, , 192

#### CONFIDENTIAL STATEMENT

Name in full.....  
Address .....  
Town and State .... Apt. ... Phone ...  
How long at present residence?.....  
Former residence.....  
How long at former residence?.....  
Occupation ..... Employed by.....  
Business address .....  
Held present position.....  
Formerly employed by...How long...  
Address .....  
State the name and address of two of your nearest relatives.  
Name ..... Address .....  
Name ..... Address .....  
References, Business Men only  
Name ..... Business .....  
Address .....  
Name ..... Business .....  
Address .....  
Bank Accounts, if any Savings  
Check

Have you ever bought merchandise on the deferred payment plan before?  
If so, please state from whom  
New York, ..... 192....

### Put Our Own Story on the Radio!

An editorial from the "Electrical World"

A real opportunity that is being almost entirely ignored lies within reach of electrical men. This opportunity is to broadcast the message of electricity to the two million homes that today are operating radio receiving sets. It is estimated that there is now an unseen audience of several million people who are listening to the radio with considerable regularity.

Public relations is a live topic with central-station executives today. They are constantly on the alert to discover occasions when the story of electricity may be told to the people. There is no enterprising general manager in the industry who would not jump at the chance of appearing before any large gathering of his consumers and prospective customers to interpret the place of the modern utility in the community. But here nightly waits an audience vaster by far than any single edifice will hold, ready, listening for the words that come so mysteriously into the homes of those who compose it.

It is time that some organized effort was made to put the story of electricity into "the air." There is a wonderful romance in it that is susceptible to expression in almost endless variety. The story of electricity in industry, in the home, on the farm may be pictured to the popular mind; the story of the generating station, the vision of superpower, the story of the lamp, tales of great electrical men—all these offer appealing themes for radio broadcasting.

The job is to get such a program started. It is primarily a local problem. No national or central "booking agency" can run the various programs. The local broadcasting station is the place to start, and local electrical men and local leagues should get behind definite local programs.

# Who Is Merchandising Electrical Appliances—II

Interpretation and Conclusions Drawn from the "Electrical World's" Survey of Seven Large and Four Small Cities, to Show Relative Standing of Present Retail Outlets

(Continued from May issue)

IN THE course of the appliance investigation it was everywhere apparent that the appliance business is in a period of transition, and it is still in a state of flux. Though the electrical industry is young, it has acquired an amazing popularity with the public, and there is an ever-increasing demand to do things electrically. It has attracted to itself in the retailing of household devices many storekeepers of little experience who thought they saw an opportunity in a virgin field. Unlike the hardware, department or grocery store, the electrical appliance business has no tradition for the new merchant to follow, and consequently he has had to pay the price of all pioneers by stumbling into pitfalls that no one knew existed. From his experience other dealers can and do now profit. The fact that appliance sales appear to be settling into certain definite retail channels indicate that the business is becoming more stabilized, and as it does more will be known of what it costs to sell, how certain devices must be marketed and to what extent appliances can be depended upon as the major source of income.

**"Central stations are the largest single retail outlets. There is a marked tendency among them to merchandise for profit. \* \* \* They are more considerate of the contractor-dealers than are the department stores and hardware stores."**

One of the outstanding problems which remain to be settled is the question of discount, particularly to the small dealer. He complains, not without cause from his viewpoint, that it is impossible to make a profit of 25 to 30 per cent, when he finds his non-electrical competitors, chiefly the hardware and department stores, selling flatirons, say, at a cut price which is just about what the dealer has to pay the jobber for the appliance. Large buyers, such as the department stores, go direct to the manufacturer and, basing their demand on their buying power, obtain the jobbers' discount. There are also some manufacturers

who are selling direct to the small non-electrical dealers at discounts much better than the electrical jobber can or will give to small electrical dealers. Hardware stores desire discounts of 35 to 40 per cent, but on a few electrical lines they are grudgingly accepting as low as 30 and 33 per cent.

**"Department stores have shown the most rapid increase in appliance sales, and probably will be the most active rivals of the central stations."**

Department stores demand, and claim that they usually get, 40 to 45 per cent on staple merchandise. It is this extra discount that enables them so often to reduce prices and allows them to feature appliances as leaders or specials. On style devices, such as portable lamps, which deteriorate rapidly and which may be slow movers, a spread of at least 50 per cent is required.

## House-to-House Salesmen

The higher-priced appliances require high-pressure selling by outside crews, and between 90 and 95 per cent of these appliances are sold in this manner. It is a constant problem with all classes of dealers to find the right men for this work. Advertisements for salesmen attract a miscellaneous assortment of applicants varying from former bartenders to experienced specialty salesmen out of luck, with some fairly well-educated young men having no selling experience to leaven the mixture. To train and hold these men together is most difficult. A few manufacturers of washing machines and vacuum cleaners have been successful in obtaining men of generally high caliber, who are used mostly for resale work, with either the central-station company or the department store. As a rule, the turnover of these men is high—300 per cent annually in some cases. This method of selling the larger devices appears to be a permanent plan, and it can only be hoped that the central-station companies and the more responsible manufacturers will be able to develop a generally higher class of men for this work. Manufacturers are convinced that they must

lend some selling assistance to the local dealers, and they appear to be doing the best within their power.

Based on observations of conditions in the cities investigated and statements by individual dealers themselves, together with the tabulation showing the distribution of retail sales, some definite conclusions may be drawn. It is difficult and dangerous, of course, to endeavor to predict absolutely what may happen. It is fully realized that a prophet is without honor in his own country, and in printing the following statement attention is again called to the fact that the investigation has had certain limitations in its scope and must be judged accordingly. With these things in mind, the following salient features stand out:

1. In those cities where the central-station companies sell appliances they

**"Hardware stores are well-adapted to carry electrical merchandise, and may be expected to show a steady but moderate increase in sales of staple appliances."**

are the largest single retail outlets. They are stable and consistent merchandisers and can hold their present position as leaders indefinitely if they so desire. There is a marked tendency among them to merchandise for profit, with energy consumption as a secondary consideration. They can and do exert a strong influence among all other dealers in controlling the standard of appliances through co-operation with electrical dealers. Their practices in merchandising are more considerate of the electrical contractor-dealers than are the special sales and leaders advertised by department and hardware stores, which do not complain of unfair competition. The central-station company is the only agency that can and will assume the responsibility for pioneering new devices. All other retail dealers look to it to do this work.

2. Contractor-dealers, while not fading out of the picture as retail merchandisers, apparently are becoming relatively a less important factor, at least in the larger cities. Some of them have retired from the appliance business to devote their attention to wiring, fixtures and general contracting work.



**"Based upon sales in five large cities where central stations merchandise, the total appliance volume is divided as follows: Hardware stores, 2.5 per cent; department stores, 23.7 per cent; contractor-dealers, 8.9 per cent; electrical stores, 7.9 per cent; specialty dealers, 21.9 per cent, and central stations, 35.2 per cent."**

Incandescent lamp sales with many contractor-dealers are their most important items of merchandise, except in a city where the central station has a free lamp-renewal policy in effect. Under such conditions contractor-dealers find that all over-the-counter sales are lessened. While at the present time many contractors are indifferent to appliance sales, they have it in their power to remain in a strategic position, to become a stronger factor in merchandising at times when contracting and wiring suffer a slump, as when there is a lull in building activities.

#### Established Dealers Replacing Manufacturers' Branches

3. Specialty stores appear to have passed the peak of their activity because of the fact that a number of manufacturers have closed their branch stores and are finding outlets through established dealers. These stores are not being replaced to a great extent by privately owned specialty stores, although those now in business may be expected to remain. When this class of store was at the height of its success, a year and a half ago, the success of a few led many others into the experiment, and there were a number of casualties, due largely to ill-advised extension of credit and lack of man power.

4. Electric shops, selling over the counter exclusively, are succeeding only when conducted on the best merchandising basis. A large population is necessary to support one such store in a community. Contributing or related lines of merchandise are most desirable, if not essential. Fixtures, portable lamps and, most important of all, radio equipment have been the salvation of these stores.

5. Department stores have shown the most rapid increase in appliance sales and probably will be the most active rivals of the central-station company. Their sales are now tending to level off, and increases will more nearly reflect natural growth. Working with manufacturers on resale plans for the heavier appliances has been the biggest factor in accounting for this phenomenal growth.

6. Hardware stores are well adapted to carry electrical merchandise and may be expected to show a steady but moderate increase in sales of stable appliances. Taken the country over, they will probably not be an important factor in the sales of larger devices.

They are, however, assuming more importance in incandescent-lamp sales, and this will tend to increase their business on electrical appliances.

7. The activity of both department and hardware stores in accepting electrical merchandise indicates the stability and permanence of public demand for appliances, for neither class of store can afford to experiment with unproved lines. It has also been observed that there is a strong natural tendency on the part of the public to buy staple lines from these stores in preference to patronizing a specialized store.

#### Chiefly Staple Lines Taken On by Non-Electrical Dealers

8. Some sub-standard appliances right now are disturbing the confidence of the buying public. Most of these are being sold by non-electrical dealers, principally as leaders for "specials." However, a similar condition exists in other businesses, and the public soon learns to detect faulty goods.

9. There is a strong tendency on the part of department and hardware stores to buy direct from the manufacturers because of better discounts. As a whole, department stores are satisfied with the discounts thus obtained, but the contractor-dealer declares that this is not fair competition.

10. For a retail electrical dealer to boycott manufacturers or jobbers who sell to non-electrical dealers is an unsound method of trying to control the retail market. In cities where it is practiced it was found only to open the way to greater sales of inferior merchandise. When public demand exists for electrical appliances many non-electrical dealers will buy inferior appliances instead of a standard line.

#### Electrical Appliances Must Still Be "Sold"

11. All the higher-priced appliances must be "sold." There are few voluntary purchases that have not been stimulated either by salesmen or advertising, and the high turnover of salesmen, due to the low standard of men naturally attracted to this sort of work, has had a serious effect in lessening sales. It is most desirable to develop or attract specialty salesmen of higher caliber.

12. Greater responsibility must be assumed by manufacturers in promoting retail sales through supplying advertising to electrical dealers and the education and training of salesmen and co-operating with the dealer in every possible way.

13. Sales of the larger appliances—washing machines, vacuum cleaners, etc.—represent between 80 and 85 per cent of the money value of the appliances sold, varying slightly in different cities. This does not include radio, fixtures, portable lamps or incandescent lamps. Sales of many of the energy-consuming appliances other than the flatiron are very small compared with other devices.

14. While there is a certain voluntary demand, sales are directly proportional to the efforts expended on any particular appliance. It was also observed that in those cities where the

central-station company had engaged in an active merchandising policy at any time it had a distinct effect in increasing sales by all classes of dealers.

#### Electrical Sales Increasing 20-25 per Cent per Year

15. From the statements of all dealers interviewed, appliance sales in 1923 increased between 20 and 25 per cent over those of 1922. A part of this increase, of course, should be attributed to the generally better business conditions in 1923.

16. Based solely upon the sales by the different kinds of dealers in the five large cities where the central-station companies sell appliances, which in all probability most closely represent normal average conditions, the proportion of total sales is divided as follows: Hardware stores, 2.5 per cent; department stores, 23.7 per cent; contractor-dealers, 8.9 per cent; electrical stores, 7.9 per cent; specialty dealers, 21.9 per cent, and central-station companies, 35.2 per cent.

### For Your "June Bride" Display



No electrical merchant can effectively create the "electrical gift" atmosphere during the month of June without picturing the June bride somewhere. The Society for Electrical Development, 522 Fifth Avenue, New York City, has prepared and has available for immediate delivery, at a nominal cost, some unusually attractive window and counter display material for the dealer's June window. These selling helps include a 14-in. x 29-in. sepia photograph panel (illustrated); 8-in. easel-back cutouts of the bride; three hand-lettered, 2-color window cards, 7-in. x 12-in., two cards with "Bride" messages and one with "Graduation" message. Suitable for inclosure with letters and bills, a postcard-size reproduction of this large panel may be had, in orders of one thousand or more, with reverse side blank for imprint of the company's address or message.

# Hitch Your Business to the Sun—

There is no "hot-weather slump" for the electrical man who goes out after business—Instead, he uses the hot-weather to help him cash in on two of his best selling lines,—Fans and Ventilators

## Fan and Ventilator Market Is Everywhere

The market for fans, ventilators, or both includes: homes, all rooms; garages, offices, stores, factories, bakeries, laboratories, public rest rooms, theaters, printing shops, laundries, assembly halls, restaurants, apartment houses (apartments and basements), machine shops, lodge rooms, foundries, schools, hospitals and lunch wagons.

## "Portable Coolness"—Right Where It Is Wanted

A point often overlooked by the average householder is that an electric fan, being portable, may be placed instantly wherever it is needed most.

Take the laundry, for instance, or the room (if the household doesn't boast a full-fledged laundry) in which the washing and ironing is done. The breeze from a fan will make this occupation bearable upon

the hottest day and, should it rain, the air from this same fan will dry damp clothes sufficiently so that they may be folded for ironing. Yes, the electric fan can be used for other purposes besides keeping people cool.

## An Electric Fan in Place of a Screen Door

Flies are a nuisance which can be eliminated by the proper use of electric fans. A doorway ceiling fan installed in the entrance way, will take the place of a screen door in keeping out flies. Such a fan leaves the entrance way wide open and inviting, while a screen door is only effective when closed. Confectionery stores, restaurants and groceries are all prospects for doorway ceiling fans.

## How to Demonstrate a Fan

The fan demonstration should always be conducted under conditions as nearly as possible like those found in the home or office. These condi-

tions could be approximated, by having an attractive stand or table for the fan to sit on, and surrounding it with two or three comfortable chairs for the customers.

For demonstration purposes, a 12-in. oscillator is usually best. Show the larger fans first. This will simplify the selling of a smaller or lower priced fan if one is required. Keep only one fan on the stand, so that the customer's attention will be undivided during your demonstration.

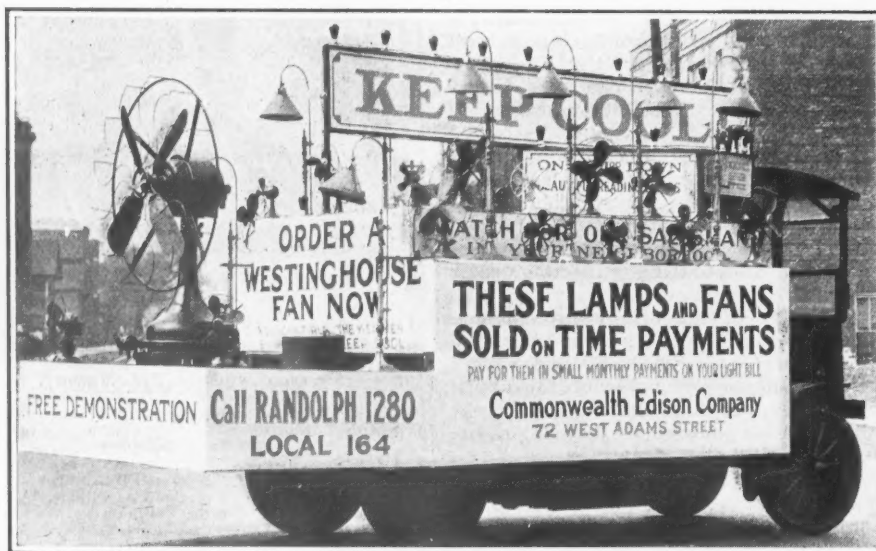
During the hot weather, your salesmen should make practical suggestions to customers who enter the store, whether for a fan or some other article, which would lead to a fan demonstration. Reference to the weather can always be used to good effect to lead up to the subject of fans. The question of price should be avoided until other sales features have been covered.

## Get Movement in That Fan Window

Movement is a great attention-getter. Put movement in the window by running oscillating fans. Cardboard panels attached to each side of the fan frame will quickly draw the eye of the passer-by. Another suggestion for an attractive display is a summer snow storm. This can be arranged by attaching little tufts of cotton to black thread, at intervals across the front of the window. The fan will stir these snowflakes, producing the effect of a snow storm. Light rubber balls may be made to dance about the window by directing the breeze from a fan on them. Such stunt displays, however, should not be employed to the exclusion of real "selling" windows. Comfort is the chief appeal of a fan, and that point should be stressed in window displays.

A good window display idea would be to blow an electric fan on a calendar for the current month, on which has been mounted a display card captioned: "Cool days."

## Supplementing Chicago's Famous Lake Breeze



This huge 48-in. fan mounted on an electric truck, tours the streets of Chicago in summer to remind the public that fans will keep them cool. Various sized fans and floor lamps are also displayed. The large

sign, "Call Randolph 1280," for the Commonwealth Edison Company informs the spectator how he can arrange to purchase one. This has proved a very effective way of advertising the fan.

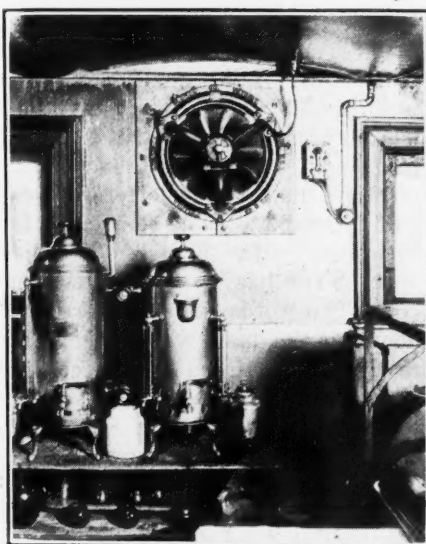


# Sell Hot-Weather Fans and Ventilators

While a few customers may be away on vacations, hundreds of men and women in each community are in their homes and offices trying to keep cool — Electrical dealers can show them how

## The Ventilated Restaurant Attracts Customers

If the restaurant proprietor does not have an exhaust fan, remind him that only a clean-smelling dining-room will attract customers. Show



This exhaust fan was recently installed in the Daffydill Restaurant, 104 West Thirty-sixth Street, New York City, by the American Blower Company.

him how an exhaust fan installed in the kitchen will draw all cooking odors out of the front of his restaurant. Sketch for him a diagram showing how the air currents come through the dining-room, to the kitchen, and thence outdoors.

## Stage an Auto-Radio Show to Stimulate Summer Sales

Radio dealers in motoring centers can clip a page from the Los Angeles dealers' book, and profit. Realizing that the fate of radio sales this summer lies with autoists, the Radio Trades' Association, Los Angeles, Calif., recently co-operated with the Paul G. Hoffman Company, Inc., automobile dealers, in staging a combined auto-radio show.

The exhibit, held in the automobile show rooms, attracted wide attention in radio equipped automobiles. The show was held in conjunction with a high school essay contest for which

\$200 in cash prizes were awarded. The subject was "Motoring Plus Radio Enjoyment." Both individual dealers or dealers' associations can well put this idea into use this summer.

## Students Are Good Fan Salesmen

Some dealers have found that college and high school students are particularly successful in selling fans during summer vacations. These young men may be employed in house-to-house canvasses. Young men are effective salesmen of office fans. Where possible, a young woman should be sent out to sell the housewives in the community. By paying students from \$2 to \$3 on every fan sold, the dealer can build up a good volume of business.

## Selling the Housewife a Ventilator for Her Kitchen

The perfection of light, portable ventilators, easily installed has opened up a market in the domestic field. Tell the housewife that the hot, stuffy kitchen is a thing of the past. The woman in the home will be pleased to find out how she can remove greasy fumes, smoke, steam and cooking odors, which invariably spoil the woodwork, furniture and interior decorations, and are a detriment to health and sanitation. The

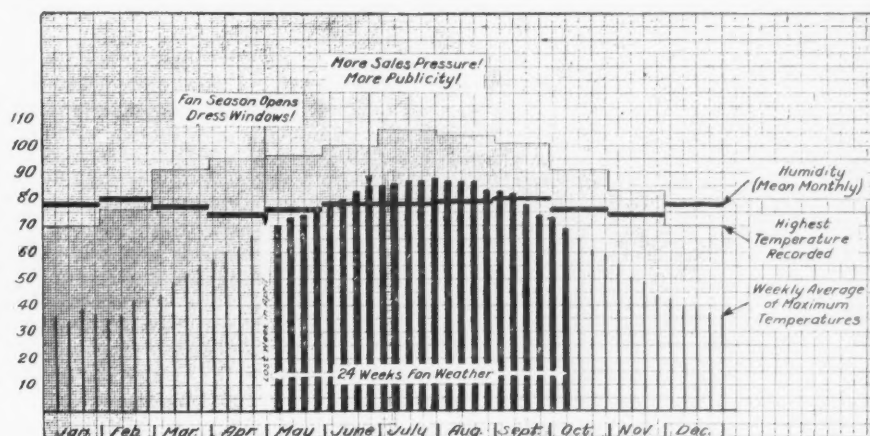
ventilating fan will take away the excessive heat and smoky atmosphere that will cause mental and physical fatigue. Tell the housewife that all she has to do is to turn the switch.

## Garages as Purchasers

Every public garage that is not equipped with an efficient ventilating system should and can be sold an exhaust fan. The necessity for proper ventilators in garages is pointed out in a pamphlet issued by the National Life Insurance Company, Montpelier, Vt. It states that "all gasoline engines generate carbon monoxide gas, which is an insidious and fatal poison." The only way to be safe from the danger is to "provide continuous and abundant ventilation." If the proprietor of your garage does not know this, tell him, and sell him a ventilator.

## Keep Your Own Store a Model of Coolness

Fans and ventilators cannot be sold out of a store that is itself stuffy and warm. Install a portable ventilator in the transom of your own shop and place several fans about the store, so that the customer will feel at ease on hot summer days. Place a sign in the window, inviting passers-by into the "coolest place in town."



This chart shows the average fan sales weather for Kansas City, Mo., and vicinity, which is about the average for the United

States. Similar charts have been prepared for other sections by the merchandising department of the General Electric Company.

## An Analysis of Five Fixture Dealers' Businesses

(Continued from Page 4372)

ture from the appliances and other departments of the business. No record system was kept of the cost of operating the various departments of this business. It was even necessary for the writer to make an analysis of several of the expense accounts in order to show up an intelligent statement. I was particularly anxious to get the separation of the fixture end of this business because I am convinced it would have showed that the dealer was selling his fixtures far below cost. However, a review of his expense accounts reveals that several of the amounts appear to be exorbitant. His freight account seems rather high but it was impossible to determine the accuracy of this account.

Store salaries.....	\$3,798.43
Office salaries.....	2,703.95
Executive salaries.....	3,764.18
Total.....	\$10,266.56

It would also seem that the salaries are too high for the volume of business being done. In setting up a budget for this year, it will be necessary for this dealer to analyze

every one of his expense accounts and cut his overhead expenses to the absolute minimum. In addition to that it will be necessary for him to increase his volume of business and at the same time increase his selling prices.

This is also the story of a dealer who cuts prices because his competitors do. The unfortunate result of these methods was a loss of \$4,057.74.

In discussing these statements I have been extremely frank in expressing my opinions and have done so for the purpose of proving that it is necessary for each dealer to consider only his own business and the success of it and after satisfying himself that he has set up the proper method of marking the selling price on his merchandise, he should spend his time in developing the proper sales methods to dispose of his goods and realize a profit and cease worrying about the other fellow who cuts prices.

My suggestion for a more successful business year for all fixture dealers would be to follow this principle of worrying only about their own business.

## Personal Delivery Makes Blotters Valuable Ads

Blotters have long been a common medium for business advertising, but few merchants devote much thought to their proper distribution. Unless the right persons receive the blotters and "keep them," their cost may be a dead loss.

In telling how he makes blotters pay dividends, Charles Wood, of the Star Electric Company, Detroit, Minn., says: "I deliver our blotters personally to every business place in town, and place one on every desk in each place. I also include the school, for the talk of the children carries advertising into the home.

Realizing that "small blotters of poor quality go into the wastebasket," the Star Electric Company has made it a point to send out attractive "man size" blotters of good quality paper. The margins are decorated with pictures of appliances. The inks used are black and red. The words printed in red "go home to the man who never reads regular advertisements," according to Mr. Wood. The paper is of a shaded gray color.

*14,000,000 Motor Cars and 260,000 Motor Boats Need Electrical Accessories*

## Get Your Share of This Summer Electrical Business



**S**UMMER finds the mooring buoys and parking spaces congested. More motor cars and more motor boats will be used this summer than ever before. Estimates place the total owners at 14,260,000—and they all buy some of the items listed below.

The dealer can well afford to apportion a

generous percentage of his time, window displays, and advertising to this accessory market, for the most essential accessories are electrical.

Motor boat "bugs," particularly, are radio prospects. Take a portable set down to the wharf in the evening and let it do its own talking. Out-of-door selling will prove profitable.

### *Electrical Accessories and Conveniences for*

#### **Motor Cars**

Batteries, dry	Parking lights
Batteries, storage	Radio sets and accessories
Batteries, flashlight	Spot lights
Battery chargers	Soldering irons
Cigar lighters	Switches
Drills, electric	Stop signals
Flashlights	Spark plugs
Fuses	Tire pumps
Horns	Trouble lamps
Ignition testers	Valve grinders
Lamp-bulbs	Vulcanizers
Lamps	Windshield cleaners

#### **Motor Boats**

Batteries, dry	Ignition testers
Batteries, storage	Lamps
Batteries, flashlight	Lighting plants
Battery chargers	Radio sets and accessories
Bulbs	Radium locators
Bells	Searchlights
Cigar lighters	Speed indicators
Fixtures, cabin	Switches
Flashlights	Spark plugs
Fuses	Motor-driven toilet flushers
Gasoline gauge	Valve grinders
Horns	Windshield cleaners



# Wiring a Home Electric Under the New Code Rules

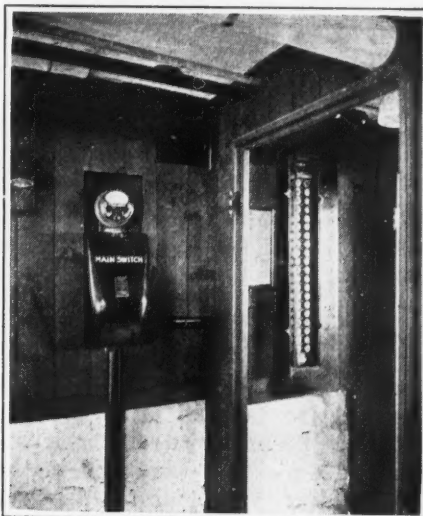
Outline of Savings Effected by Multiple Outlets per Circuit, Solid Neutral, etc., in Laying Out Worcester, (Mass.) Exhibition Home

**I**N CONVENIENCE of wiring and comprehensiveness of appointments, the "House Electrical" built by the Worcester (Mass.) County Electrical League during the past winter and placed on sale by this organization at the inception of the undertaking, sets a high mark in developments of this type. The house was open to public inspection through April and during the afternoon and evening hours, when it was available to visitors, attracted over 1,500 persons a day on its more popular days.

Particular interest attaches itself to the wiring installation, as this house is perhaps the first of its kind to take advantage of the recent changes in the National Electrical Code permitting the use of the solid neutral and fusing the local circuits to enable maximum-capacity appliance service to be enjoyed. Flexible conduit or "BX" was used throughout the installation, rigid conduit being employed only where wire runs are exposed in the basement. On cellar walls, to avoid splices, the "BX" is run in  $\frac{3}{4}$ -in. galvanized pipe. The electrical systems of the house include bells, buzzers and door-opener; closet lighting; electric clocks; emergency lighting; heating and cooking service; lighting (stationary and portable); pilot lighting for control of water heater; power for various motor services, and telephone service (public and intercommunicating).

## Forty Outlets and Sixty Switches

The house is a seven-room, two-story structure with commodious basement. It is provided with an underground service from the Worcester Electric Light Company, the main switch and meter cabinet, with adjacent centralized fuse panel box being located at the foot of the cellar stairway near the heating plant. Forty convenience outlets and sixty switches are installed in the house.



Here are the main switch, meter and fuse cabinet in the Worcester House electrical. A diagram-table of fuse locations is located next to the cabinet.

The main switch is rated at 100 amps. and 250 volts, with three-wire feed to the fuse cabinet.

The central fuse cabinet was wired with both two-wire and three-wire circuit feeds, the former being used in supplying the heavier devices and

the latter the lighter ones. For convenience a framed diagram-table of fuse locations, numbering and circuits controlled thereby is mounted behind a glass front at the side of the cabinet. The use of the grounded and solid neutral enables a single fuse to be employed on each two-wire circuit, two fuses sufficing for each three-wire circuit.

The electric range is fused by two 50-amp. cartridge fuses at the top of the cabinet. The vacuum cleaner, electric log for the living room fireplace, clothes dryer, water heater, bathroom heater, ironer and refrigerator are all served by three-wire, 220-volt circuits. The lighter devices are served by 110-volt, two-wire circuits, as stated.

The wiring is arranged for providing a so-called "Path of Light" from the front steps into and through the house. At the right of the door and concealed from view, is a switch controlling the porch light, and within the front vestibule are switches controlling the vestibule light and porch light. Proceeding through the halls



The laundry of the Worcester House Electrical is completely electrified with electric clothes drier, electric wall ventilating fan,

electric washer, electric ironer and electric hand-iron. With this equipment the housewife will no longer dread wash-day.

and various rooms both upstairs and down the three-way and four-way switches enable the occupant of the house to turn on lamps ahead in every room, turning off those behind, so that at no time from the moment of mounting the front steps to the moment of settling into bed is a single second of darkness required.

Master switches independently wired are located at the side of the bed in each of the two principal second-floor chambers. Each of these throws on a lamp in every room of the house, in the hallways, basement, pantry, on the front, rear and side porches, and on the fourth side of the house outdoors. In general, 50-watt lamps on a 110-volt feed are used in this way.

The electric water heater is controlled from the bathroom, kitchen and laundry by manually operated switches, and in addition a time-element switch is provided, the Sepco system being used. Pilot lights are installed to show when this system is taking energy from the line. A bathroom heater of 600 watts rating is installed in a recess so that the heater front is flush with the wall, saving space and adding to the comfort of the user. A stationary vacuum cleaner is mounted in the basement, with piping connections to an outlet mounted in each hallway.

Boudoir lights are hung 16 inches from the wall and in front of the top center of the dresser mirror instead of at the side. With the exception of a large closet on the first

### Radio Wiring Specifications for Worcester Home

**PROVIDE** where directed in living room, three S.H. couch or equal hospital jacks, plates and plugs mounted on baseboards and one foot apart, the plates to be marked "Inside A," "Outside A," "Ground." Run 100 ft. No. 12, 3-braid, weatherproof solid wire from inside antenna jack up to roof space and in roof space as directed for inside aerial. Run No. 12, 3-braid weatherproof, solid wire as approved through porcelain tube in gable to corresponding jack for connecting to

outside antenna, also install where directed antenna anchor and ground lead for arrester. Run No. 12, 3-braid weatherproof wire from "Ground" jack to ground connection. The antenna and ground wires are to be run with long bends and as far as practicable from other conductors (either electric or magnetic) and to be supported on porcelain knobs and insulated by means of porcelain tubes. These wires are not to parallel other conductors that are within two feet.

floor, which is equipped with a door-operated switch, all closet lighting is controlled by chain pull switches inside these inclosures.

Floor receptacles were avoided except in the dining room (for the call service), baseboard outlets being liberally provided.

### Complete Power Installation

The power installation includes electric ventilating fans set into the kitchen and laundry walls, an oil-burning heater with motor-driven blower, a master's workshop in the basement with various small power tools, and the home service equipment.

In general, all regular utility outlets are served by No. 12 rubber-covered wire, lamp wiring being No. 14, the range circuit, No. 6, and the water heater and drier, No. 10. The total connected load of the house was about 22 kw. and the demand during

the hours of showing was about 12 kw.

The Economy Electric Company, Worcester, installed the wiring, the detailed designing of the various circuits being handled by this organization. The fixtures were installed by the Coghlin Electric Company, Worcester. An unusually fine booklet describing the exhibition home was written by O. R. Underhill, appliance manager of the Worcester Electric Light Company. The House Electrical Committee of the League consisted of Geo. M. Hardy, chairman; H. H. Bigelow, Peter A. Coghlin, J. W. Coghlin, O. R. Underhill, A. F. Snow, and A. S. Mowry.

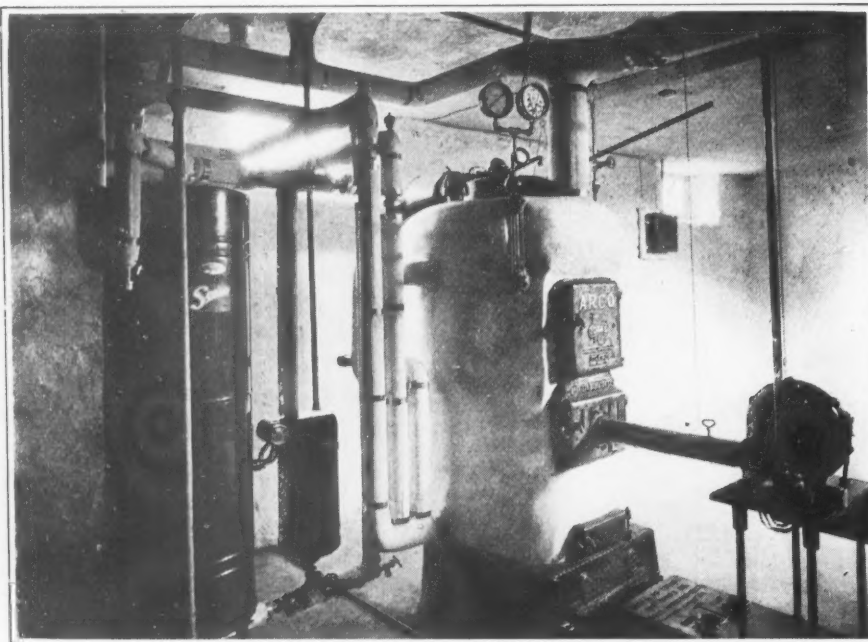
Following is the list of wiring installation, materials and contractor's selling price:

64 ft. service cable—2 No. 2 and 1 No. 4 (underground park cable).	
1 main switch—100-amp. enclosed 2-pole (solid neutral).	
1 distribution fuse cabinet, complete (solid neutral).	
1,000 ft. armored cable—2-wire No. 14.	
1,250 ft. armored cable—2-wire No. 12 (convenience-outlet circuits).	
1,500 ft. armored cable—3-wire No. 14.	
282 ft. armored cable—2-wire No. 10.	
300 ft. miscellaneous wire—38 ft. No. 10 rubber-covered, and 35 ft. park cable, 2-wire No. 14 (for door numbers).	
750 ft. signal wire.	
170 ft. conduit, miscellaneous sizes.	
115 junction boxes, outlet boxes, etc.	
40 duplex convenience outlets, complete.	
10 special outlets, 220-volt, for Glolog, range, water heater, etc.	
60 switches—20 single-pole, 3 double-pole, 19 3-way, 17 4-way, 1 door switch (closet).	
4 telephone instruments—3 indoor, 1 outdoor loud-speaker.	
1 door opener.	
5 push buttons.	
7 bells.	
1 illuminated door number.	
Miscellaneous materials and supplies.	
Contractor's selling price for duplicating wiring installation:	
Total materials (plus overhead and profit)	\$785
Total labor (plus overhead and profit)	307
Contractor's selling price	\$1,092

In addition the following articles were permanently installed and will be sold with the house:

- 1 Steam heater control outfit.
- 1 Electric water heater.
- 2 Exhaust fans.
- 3 Water-heater control panels.
- 1 Combination dishwasher and sink.

Total cost of these, \$624



Here we have the electric water heater and the electrically-operated oil heating plant in the Worcester House Electrical. The

electric water heater is controlled from the bathroom, kitchen and laundry by manually operated switches.



# Electrical Merchandising

The Business Magazine of the Electrical Trade

*believes that:*

*Central stations should assume the leadership in their own territories in the effort to bring about the complete standardization of plugs on the basis of the attachment plug with the parallel blades, standardization of the appliance ends of cords, and the standardization of other fittings, ratings and labelings that now confuse the public*

## Price-Cutting Is "Profit-Cutting"

WITH the first sign of a slowing down in retail buying somebody gets the bright idea of cutting prices to attract a larger volume. After the first dealer cuts there is always another dealer who cuts to beat him a little, and so on until everybody is selling at cut prices and the total amount of business still remains exactly what it was. The profits, however, are gone. For a cut price is always a cut out of the retailer's margin. The manufacturers and jobbers get their price.

If all were accustomed to think of this practice as *profit-cutting* instead of merely price-cutting there might be fewer volunteers to head the movement.

## Fixtures—as Contractor's Merchandise

THE electrical contractor has the best chance at lighting-fixture sales; because, as the installer of the electric wiring he has "first call" on the job. Playing directly into his hands, in recent months, has been the change in fixture shipping and packing methods. Fixtures are becoming merchandise—packaged goods—all self-contained in unit boxes. With all the parts thus included in the single carton, when a contractor opens up a box to put up a fixture, he is never shy a piece; he can go ahead and wire up the fixture in jig time.

Fixtures, then, constitute an ideal form of merchandise for the electrical contractor to handle. If he has been diffident in the past about taking on merchandising sales, certainly fixtures as merchandise are his very own. Fixed to the building and to the wiring system, they must be installed by skilled hands, and so they still remain a part of the wiring contract job. Not even a show-room is needed to display them; the leading contractor in a certain city of 25,000 has his fixture stock stored in his garage. Catalogs and photos tell the story to his customers.

With the contractor on the job when the wiring is contracted for, he is the man to sell the fixtures also—and, of course, sell them at a profit!

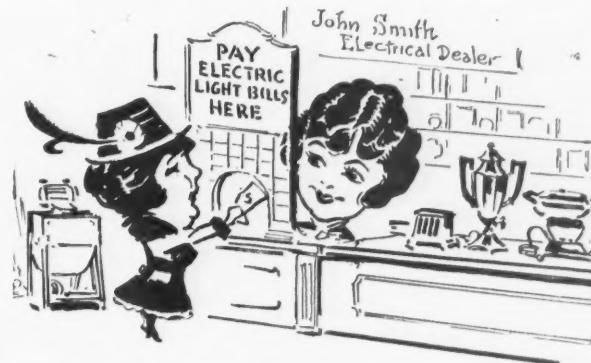
## Sell Radio—but Not as a Substitute for Other Business

A CERTAIN prominent electrical jobber stood up in a meeting not long ago and made this very significant statement. He said: "Last year we did a fine

volume of business. Our total sales for the year 1923 showed a very healthy and satisfying increase. We were well pleased with it—until we came to analyze it carefully by commodities. We found then that our sales of electrical material were actually less than in 1922. The difference was made up by very greatly increased sales of radio. In other words, the popularity of radio, the personal interest and enthusiasm of our individual salesmen in it, and the ease with which it sells, had all led them to oversell radio and neglect the regular lines. They put so much time on radio that they sold radio out of all proportion to their electrical staples and other specialties, and so the principal job which they are supposed to do had suffered." A number of other jobbers present at this meeting agreed that the same had been true in their case also.

Now this is a matter of importance to every electrical man. For if the electrical industry is to be expanded and developed as rapidly as it should be, if the houses and stores and factories are to be well wired as they are built, and if the old buildings are to be electrified, the contractors have got to be kept busily intent upon the job of wiring and provided with the right material with which to do the work. And if these homes and business places are to be adequately equipped, electrical appliances and accessories of every kind must be sold to them and dealers must be stocked and helped in the merchandising. They must not be won away from this chief opportunity and responsibility by the lure of any popular demand.

Radio is one of the great specialties of the electrical market. Today it is enjoying boom days of eager demand and easy selling. It offers profits to every dealer and to every jobber that he should have. It is bringing new interest and new customers to every electric store. It should be sold and sold energetically, but as an *additional line* and not as a substitute for other business.



## "Store Traffic"—and How to Get It

"WE NEED more store traffic than we have now, in order to sell heating appliances with any success," declared a Detroit dealer rather hopelessly. "That's the reason that class of business in the large cities is going over to the drug stores and the department stores. They get the store traffic," he added with a sigh.

Yet electrical stores, above all others, have two unique means of creating store traffic that other merchants cannot approach, even at the high cost of big newspaper space.

One such builder of store traffic is radio. Radio is

bringing in the public today. And indeed radio departments have been put in by non-electrical merchants to increase store traffic. Yet radio is the electrical merchant's very own.

The other traffic builder is the collection of monthly electric light bills through dealers' stores. Such a service already offered local dealers by certain central stations, will bring a stream of electricity users through the dealer's shop every month,—and in numbers that even the most costly newspaper advertising could not duplicate.

### Some People Find Electrical Appliances Easy to Sell

ARE electrical appliances easy or hard to sell—compared with other standard lines of merchandise? Here's one department store's answer to this question:

"Electrical devices are so popular and easy to sell that we can afford to lose considerable money on them, simply to attract women in to see our other lines. And we cannot understand why anyone should object to our spending our own money in this way, as it is our method of advertising."

That is the answer made by this department store to the suggestion by the Electrical Board of Trade of New York, Inc., that it is unethical and unfair to other merchants to advertise any kind of electrical material at less than cost.

Another department store's answer points out that "the public generally is so much interested in electrical devices that an insignificant advertisement of a popular electrical appliance costs only a small part of what would be necessary for a big ad to attract correspondingly on other lines, and even the loss on the devices

themselves is less than the cost of the printers' ink."

The Board as the representative of the established electrical trade comes back with, "Of course, this may be modern merchandising, but it is terribly hard on the men who are trying to make a living by dealing in electrical materials only."

Yet, be that as it may, the case still seems to stand that real merchants find electrical appliances startlingly easy to sell!

### Why the Other Half Buys

STORE location, merchandising acumen, displays, advertising, salesmanship, easy payments and high-pressure canvassing altogether account for about fifty per cent of the electrical appliance business. The other fifty per cent results from customer good-will.

Do what we may, only half our business is controlled by our own acts. The other half rests with those we have already sold. Are these old customers satisfied? If they are, they will send us more customers; if not, they will keep customers away. It's a serious situation.

The only insurance we can rely upon to keep old customers sweet is the quality and performance of our merchandise. If the stuff we sell is right, or if we make it right, they will be satisfied. If not—not.

Which reveals the futility of trying to do a permanent business in unreliable appliances. We can sell such appliances, of course. Also we can sell gold bricks and the Panama Canal—for, as Barnum pointed out, there's one born every minute and the supply exceeds the demand. But selling gold bricks to suckers is a precarious occupation. Equally precarious is the business of selling sub-standard appliances to people upon whom we must depend for an even half of our future business.

### When It Does Not Pay to Reduce Prices

Editor *Electrical Merchandising*:

There have been many arguments against the cutting of prices on electrical goods—and most electrical merchants are prepared to admit that the practice is destructive in the long run. There are not a few of them, however, who still keep the feeling that if only the depressing effect on the future market might be done away with, price cutting would in the end increase sales.

That the contrary is the case was the interesting conclusion which has recently been advanced by a California merchant in the department store field. He contends that more sales are lost because the price is too low than because it is too high.

One Oakland department store, he states, happened to secure a particular bargain in silk stockings, for instance—and thinking to make this a special feature, offered them for prices far below those offered elsewhere. He sold practically none of them. The public was suspicious of the stockings on account of their low price. People figured that no one would give something for nothing and that there must be a catch somewhere. When the price was raised, the stockings were sold at once.

One Flag, One Country; One Voltage, One Frequency; and One Kind of Attachment Plug.



considered to have better value (generally it is more attractive in appearance) and in consequence becomes the choice of the purchaser.

There is no intention here of advocating the marking up of inferior equipment to look like a better quality than it is—only a plea not to be afraid of high priced equipment merely because it is high priced. It is generally worth the money. The psychological truth of this observation from a man with years of experience in the merchandising field is well worth the consideration of the electrical dealer.

COLVIN GRAY,  
Oakland, Calif.

### Call Them "Appliance Outlets"

Editor *Electrical Merchandising*:

I would like to propose the use of the term "appliance outlet" instead of "convenience outlet" now used.

I find that most prospective buyers of house wiring are acquainted with the term "outlet," also the term "appliance" and it seems most fitting to combine them in the term appliance outlet which is suggestive of a place where electrical appliances are connected to the circuit.

H. F. TURNER,  
New Haven, Conn.



# Ideas for the Man Who Sells

*I would not be without "Electrical Merchandising" for pounds. I have gotten some real money making ideas from it, and there are hundreds more which I hope to put into practice very soon.*

K. Burrows,  
Hucknall, Notts, England

*We find monthly a new inspiration in "Electrical Merchandising." It is like a drink from a cool spring after a long, hot hike over waterless, barren land. So far, this surpassing magazine has filled our every wish.*

The Baker Electric Company, Inc.,  
Baker, Ore.

## Concentrate Refrigerator Selling Effort on "Key Men" of Town's Industries

An average of nearly nine domestic refrigerating plants a month has been sold in Worcester County, Mass., during the past eighteen months by the Economy Electric Company of Worcester. Peter A. Coughlin, treasurer of this active house, tells a representative of *Electrical Merchandising* that in this territory many of the prospective customers for refrigerating plants are officials of industrial establishments,—men who have staffs of mechanical and electrical engineers on call for advisory service in studying all such equipment and sales propositions with a microscopic eye. Many of these sales have therefore been consummated only after exhaustive engineering investigations of the apparatus on behalf of the purchasers, although the adaptation of such equipment to particular homes is not usually a complex problem.

The volume of business which Mr. Coughlin has built up in this line has been developed in no small degree by referring one purchaser to another, the list of users constituting an unusually influential group of men. Many of the manufacturing executives and professional men listed are mutually acquainted, and by concentrating sales efforts on the "key men" of local industry, Mr. Coughlin has secured a strong clientele.

## To Increase the Average "Per Customer" Sale

A reminder that the dealer sells incandescent lamps will often prevent a customer leaving the store with that "What have I forgotten"

feeling. Charles P. Raymond of Poughkeepsie has increased his lamp sales by backing a rack of domestic size Mazdas against his cash register. The customer waits for his change, glances at the amount rung up, and seeing the lamps remembers that he has been intending for a week to buy a new supply.

## Teaching the Boys How to Sell Lamps

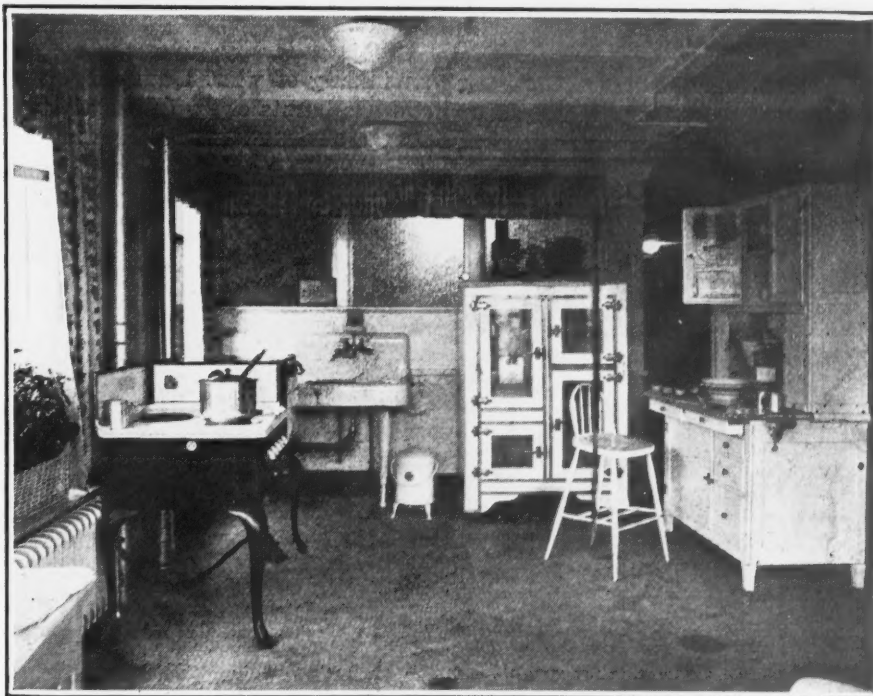
E. W. Weaver of the S. & W. Electric shop, Allentown, Pa., keeps his lamp sales plotted on a chart. And last December, looking over the peaks and valleys on the ruled paper, he realized

that the firm was still a long way from filling its lamp contract. There is only one thing to do in such a case and that is to *sell more lamps*. The following ad therefore appeared in the next day's papers:

*Boys Wanted.* Live boys for interesting selling work after school hours. Good pay. Apply S. & W. Electric Shop.

When the gang turned up, Mr. Weaver had a blank order listing Mazda B, Mazda round frosted, and Mazda C lamps. These price list order blanks were to be distributed with circulars by the boys. The young salesmen were to put their names on them and if possible get an order filled in, if not they were to

## Perhaps Your Local Newspaper Would Do This, Too



As an additional service to its electrical advertisers, one of Boston's newspapers, the *Herald and Traveler*, has opened this model kitchen in the leading business thoroughfare of the city. The electrical equipment includes an electric refrigerator, electric range, electric water heater and

other appliances. Actual demonstrations are given five days a week, and about sixty women call daily for information about electrical housekeeping devices. Wherever possible they are referred to their neighborhood electrical dealers. Sales are usually stimulated.

leave the lists, explain the proposition and when an order was mailed in, the boy whose name appeared on the blank would be paid. Five cents a lamp was the commission offered. The boys worked and so did the selling scheme. People became interested in helping the ambitious youngsters to make some money. And the S.&W. Shop's lamp chart was hardly wide enough to show the peak which December sales reached.

### Demonstrating "The Radium Cure for Groping"

When Bridgeport, Conn., decided to put on an industrial show in its Armory last month, Hoyt Catlin of the Bryant Electric Company's local office determined to pull a stunt that would be "startling" as well as educational. The idea is well worth copying in other cities. This is what they did:

A little house bearing the sign, "The Radium Cure for Groping," was erected after the fashion of a labyrinth. The interior was so intensely dark that those who entered could make their way out only by locating the radium luminous-handle tumbler switch conveniently located on the wall. When the victims emerged from the maze, the company's salesmen pounced upon them and sold them on the proposition of replacing their present switches with luminous-handle tumbler switches.

In order that the electrical wiring interests of Bridgeport might put up

a definite proposition to the public, effort was made to get a definite agreement between the local contractors and dealers for a fixed price for changing such switches.

### "I Want to Do Your Week's Washing!"

"My most successful method in selling electrical washing machines," said a live wire salesman who has made a big success of house-to-house selling of machines, "is to say something like this to the housewife when she comes to the door:

"I'm around soliciting the job of doing a week's washing. I wonder if I could get your work to do."

"This sort of a proposition from a good healthy man nearly always makes the women sit up and take notice. They at once become curious about me. They wonder whether I am soliciting work for my wife or have gotten down to the point where I am so desperate that I am willing to do family washing for a living.

"Why, I don't know," the housewife is quite apt to reply. "How much would it cost?"

"Then to this question I say something like this:

"It won't cost you anything. I just want to come into your home and do a week's washing free of charge."

"This generally gives the woman an inkling of what I am driving at and she bursts out with a statement

to the effect that she already has a washing machine or that she doesn't want a machine.

"Then I impress upon her the rest and relief she will get by having me do the washing one week instead of her doing it herself, which again interests her. And the result of this is that I have a splendid opening from which I get into a real sales talk and by means of which I make numerous sales which would never otherwise be made.

"Perhaps other washing machine salesmen could use the same methods with equally good results."

### School Book Tells Uses of Vacuum Cleaner

"Finding different ways of cleaning houses," is the subject of a section in "Industrial Arts for Elementary Schools," a children's text book published by the MacMillan Company.

It reads: "Just how is the vacuum cleaner an aid in keeping down the amount of illness? Compare with the use of a broom. Collect descriptions and illustrations of different kinds of brooms, including the turkey wing used for colonial hearthstones. Compare present custom of using rugs and vacuum cleaner with the earlier custom in some communities of nailing down the carpet, sweeping it, taking it up every six months and beating it."

### Telephone Mouthpiece Signs Spread "Smile" Idea

The "Smile" idea originated by the Employees' Relations Committee of the Pacific Coast Electrical Association has been taken up in all parts of the country. Several electric clubs are running definite sections in their club bulletins devoted to the smile thought and various organizations have made the policy a part of their annual program.

The Electric Club of Seattle recently adopted the idea of the telephone card to circle the mouthpiece of the instrument, the slogan reading "Say It With a Smile—The Electric Club of Seattle—The Other Party Can Only See Your Voice." The foregoing legend is printed on yellow cardboard, is inexpensive and can readily be fitted to any telephone. Conversations carried on face to face with this injunction usually turn out pleasant affairs. Try it on your own.



This little house, well-lighted on the outside, was so intensely dark inside that visitors could only find their way out by locating a luminous switch. This stunt of

the Bryant Electric Company, Bridgeport, Conn., at an industrial show resulted in many radium switch sales. The visitors realized the value of luminous switches.



# Hints for the Contractor

*No dealer or electrical contractor should be without "Electrical Merchandising." I have found this publication to be very helpful.*

F. S. Bee,  
Sanatorium, Miss.

*We believe every electrical contractor should subscribe for "Electrical Merchandising."*

The Langer Electrical Company,  
Rochester, N. Y.

## How Gregory's Wiremen "Inspect"—and Sell Appliances

Getting into the house is the first step and often the hardest in making washer and cleaner sales. Louis J. Gregory of Great Neck, Long Island, has found a way for his salesmen not only to get in but to get the attention and interest of the prospect.

When a housewife down here "sends for the electrician" she not only gets the job done promptly and well but she gets without knowing it a man who is keen on selling her something. For Mr. Gregory has some wiremen who are salesmen as well. When one of these men gets into a house because he is sent for he makes the opportunity to check up on what appliances they own and then he brings up the subject of what the appliances he knows she doesn't own would do for her.

Women do not regard the wiring man with the suspicion that a salesman at the door arouses. And if a careful housekeeper wants to watch the man to make sure he doesn't mess up the house, what a chance he has to tell her how the vacuum cleaner handles dirt!

The idea has worked out so well that when calls of this kind don't come in fast enough to keep sales totals up, Mr. Gregory's man puts on his overalls, fills his pockets with fuses, and makes some "inspection" calls on houses Gregory has wired. Orders generally come through.

## Are You Neglecting an \$125,000 Opportunity?

How about the store lighting in your community? Of course you are interested in the field and have done your share toward bettering the appearance of windows and store interiors in your neighborhood, but have you ever figured up what the

remaining business in your community would amount to?

The possibilities in store lighting as they await discovery in any community are vividly brought out by a survey of the San Francisco business district recently made by the Pacific Gas and Electric Company. Partial results only are available, but these indicate that for 1,000 stores, typical of conditions throughout the city, the business actually awaiting the dealer who is enterprising enough to pick it up amounts to some \$125,000.

Of the 1,000 stores whose conditions are tabulated, the results shown above prove that very few were really properly lighted.

The amount of equipment necessary to light these stores and the amount of actual business in prospect were calculated from the figures

available. Over 90 per cent of the merchants whose stores were poorly lighted were anxious to secure better lighting when the defects of their present installation were pointed out.

A conservative estimate of the additional equipment necessary if these windows and sales rooms are to be brought up to standard is shown as follows:

RESULT OF LIGHTING SURVEY 1,000 SAN FRANCISCO STORES			
Segregation Properly Lighted		Poorly Lighted	
		Insufficient Illumination	Obsolete Fixtures
Store interiors .....	1 per cent	81 per cent	54 per cent
Display windows .....	2 per cent	36 per cent	76 per cent
			Wrong and Bare Lamps
			41 per cent
			21 per cent

### INTERIOR

Additional outlets per store .....	4
Additional lighting units per store .....	6
Additional lamps per store .....	5

### WINDOWS

Additional outlets in each store front .....	5
Additional reflectors in each store front .....	8
Additional lamps in each store front .....	7

This means that in this partial survey of one district of San Francisco, the dealer has the opportunity of installing 3,964 interior outlets and 4,410 window outlets. There are 5,346 lighting units required and

## Outlets Easily Concealed by Hanging Pictures Over Them



Where shall we put the outlets, so that they shall be least conspicuous? Many women who feel that electric outlets disfigure a room, especially on white woodwork or walls, will welcome a suggestion from the wiring contractor to place the outlets as they are in the home of J. H. Van Aernam

of the Iron City Electric Company, Pittsburgh. In Mr. Van Aernam's home, as the pictures show, the outlets are placed high on the wall. When not in use, each outlet is covered with a small picture which is easily lifted off when it is desired to use the outlet.

7,056 window reflectors. Manufacturers, jobbers and dealers will have to handle 10,629 lamps for these outlets. Estimating 150 watts to each outlet, the power company has before it a possible additional load of 1,196 kw. of the highest type.

In placing an actual value on these quantities of material it was felt advisable to use a conservative figure and the following costs were employed:

Cost of wiring average outlet....\$4.00 each  
Average price store lighting units. 7.50 each  
Average price window reflectors. 5.00 each  
Average price lamps ..... 1.00 each

This means that the volume of business available to the dealer is as follows:

8,374 outlets, @ \$4.....	\$33,496
5,346 lighting units, @ \$7.50.....	39,095
7,056 window reflectors, @ \$5.....	35,280
10,629 lamps, @ \$1.....	10,629
	<b>\$118,500</b>

In addition, the average monthly revenue to the power company at 5c. per kw.-hr. would amount to \$5,682, from the additional outlets involved.

The surprising thing about this survey was that so many stores were so obviously badly lighted and when the defect was pointed out to them were so willing to remedy the trouble. Some of them were located in the same block with an electrical contractor-dealer, who, if he had been fully awake to his opportunities, might have had this business long ago.

The power companies have long released the particularly attractive character of store lighting business on their lines and they are prepared to furnish assistance in the shape of such surveys as the one here conducted and in the services of illumination experts who will on request study the lighting problems of any individual store and make recommendations as to advisable changes. Is the contractor-dealer taking full advantage of the opportunities in his own community?

### A Display Board to Demonstrate House Wiring

The exhibit shown above was devised by the Electrical Extension Bureau of Detroit for use at various educational shows in the vicinity of Detroit.

All three panels of the exhibit are wired up with miniature electric lamps—flashlight bulbs—and the whole exhibit is operated from a push button switchboard mounted on a small table at one side or in front of the board. The demonstration accomplishes the same results obtained in an actual Electric Home exhibit.

As an animated floor plan, showing the application of lighting, wiring and appliances to the comforts of a home, the exhibit provides a very interesting demonstration. The visitor is met on the front porch and is

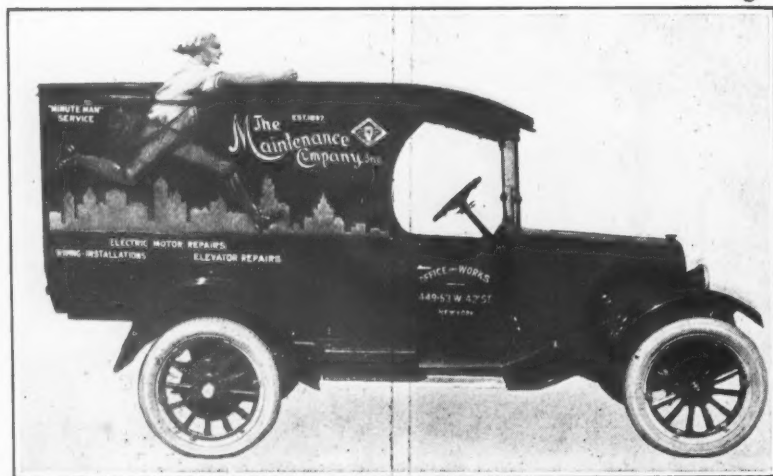


In the dining room, for instance, the audience is told of the center fixtures being controlled by a three-way switch; that brackets are suggested for additional lighting, and that the modern dining room has a wired dining table. When the number and placement of convenience outlets is discussed, a switch is thrown, lighting up particular items on the side panels, naming appliances to be used in that particular room.

conducted from one room to the other, throughout the entire house, stopping in each room long enough to have explained to him the purpose of the electrical installation. Switches are indicated by red lamps, convenience outlets by green lamps, and light outlets by white lamps.

Wherever it has been shown, this unique exhibit has had a large and interested audience. The Detroit Edison Company has arranged to carry the exhibit through the state of Michigan, showing it at Women's Clubs and other group meetings.

### "Minute Man Service" Means Rush Response on Electrical Troubles



When The Maintenance Company, electrical contractors of New York City, wanted to impress upon both its employees and the public that it was a "quick service" organization, it dove down into the archives of history and revived the famous "Minute Man." The company's service wagons now bear the "Minute Man Service" symbol all over Greater New York,

including Jersey City, Brooklyn, Bronx and Staten Island. District inspector-mechanics are posted in various parts of the city night and day to answer emergency calls. When not tending this "quick duty" service, they are kept busy inspecting the electrical equipment which the company has contracted to keep in order. They make their rounds once in two weeks.

### Tacoma Starts "Own-Your-Home" Drive

Electrical men in Tacoma, Wash., are co-operating actively with all the local building industries in putting on an "Own-Your-Home" campaign under the auspices of the newly formed "Tacoma Own-Your-Home Association." The movement was started by a local lumber company, which called a meeting of the allied industries and pointed out to them the need of encouraging people to own their own homes, if all were to get the maximum amount of business. One of the first activities of the association will be the putting-on of an "Own-Your-Home" exposition, in which there will be exhibits by prominent electrical and building concerns. Everybody concerned is enthusiastic about the plan.



# Marketing New Lines at a Profit

*We keep posted on new electrical items through your magazine. Our business has grown and we are still hoping to take on more lines, and will watch for the same in your magazine.*

*S. K. Lehman Company,  
Los Angeles, Calif.*

*"Electrical Merchandising" brings to us the latest developments in electrical appliances. It is a great help in keeping our stock up to date.*

*Cohoes Power & Light Corporation,  
Cohoes, N. Y.*

## Electric Humidifiers—Why You Should Sell Them

Why is a humidifier? The fact that there are efficient electric humidifiers on the market for the electrical dealer to sell, makes it imperative that he know the importance and value of them in the homes of prospective customers. The Standard Engineering Works, of Pawtucket, R. I., tell the reasons in an interesting folder called "Humidity—How It Affects Health and Warmth," from which the following paragraphs are taken:

"We live for seven months of the year in a climate where we use artificial heat for warmth, and have made no provision to bring indoors the same atmospheric conditions we find outdoors in nature.

"As we start our heaters, we immediately commence to dry out the atmosphere. We are all aware that heat dries up the furniture and kills plant life, and with this in mind we should realize more than we do, the effect on our bodies. The tender mucous membranes of the throat suffer most as the superheated air with its extreme dryness causes rapid evaporation. The tissues of the throat dry up, irritation sets in, causes throat infection, and you are well on the road to a bad cold or a kindred disease."

## Wired Convenience for the Kitchen

By FLORENCE R. CLAUSS

Unlimited opportunity is given the contractor when wiring a new or remodeled home to suggest wiring conveniences for the kitchen that will be of immeasurable comfort to the housewife and make her a satisfied and enthusiastic customer for future electrical needs. Easily and naturally, then, and right in line with his wiring job, the contractor can introduce to the home-owner the

great convenience of wired furniture.

A number of wired articles for kitchen use have made their appearance on the market and could profitably be sold by the electrical man. Among this new wired furniture are the articles illustrated, a kitchen cabinet with a built-in electric stove and two models of built-in ironing board closets, wired for the electric iron. These closets are equipped with an ironing board which folds down for use and which may be folded into the closet and out of sight when the day's ironing is done. Closets of this type are designed primarily for installation in houses under construction but it is a very simple matter to install them in houses already built, as they are made to fit between two studs after sawing out with a key-hole saw the lath and plaster between the studs. The cabinet is then set in place with six screws, no further trimming or carpentry work being required.

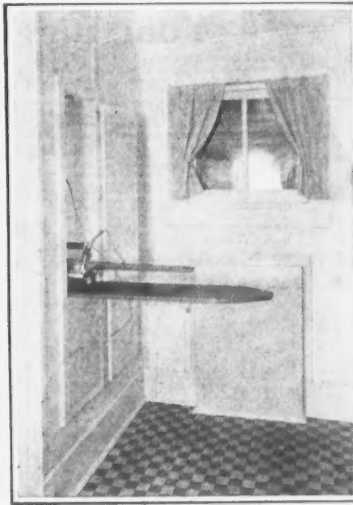
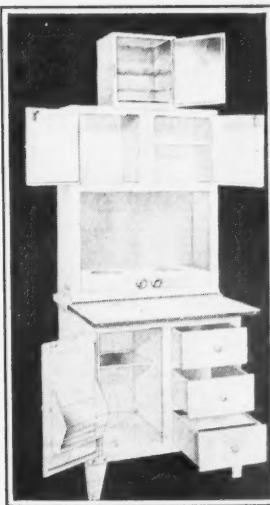
Other articles of wired furniture are kitchen tables and kitchen cabinets, wired for food mixer, meat chopper, vegetable grinder, cream whipper, coffee mill, hotplate, buffer

for polishing silverware, fan, and other appliances.

Then, too, there are other types of kitchen furniture which, although not electrically wired, can be carried by the dealer along with his line of regularly-wired furniture. Some of these articles are the over-the-sink cabinet, cupboard, kitchen stool, vacuum cleaner and broom closets, porcelain-enameled tables and other accessories for the up-to-date kitchen.

## Outlets Easily Fitted

Electrically-equipped furniture, on the other hand, is not necessarily confined to new furniture from the factory, for outlets may be easily fitted to already-installed furniture. If the electrical man is on the lookout for new lines of work, there is surely an opportunity for him to make his store headquarters for electrically-wired furniture and advertise it as such. If it happens that he has had cabinetmaking experience and likes the work, he can do the complete job in his own shop, cutting the necessary holes for receptacles (without marring the furniture) and installing the wiring, outlet boxes, re-



The average housewife, in planning her model kitchen, gives small attention to electrical installation for the simple reason that she knows almost nothing about what a few wiring accessories will do for her. If space must be conserved, there are the

built-in ironing board closets illustrated, wired for the electric iron. The kitchen cabinet has a built-in electric stove and oven. If two heating surfaces are required, the oven may be easily removed and replaced when the cooking is done.

receptacles and plates himself. Or he can, more practically perhaps, send out the preliminary work to a local cabinetmaker and do the wiring himself.

### Newest Use for Electric Heat —Curing Walnuts

An interesting application of industrial electrical heating has been made in the walnut industry in California. The usual practice there has been to place the nuts in large trays in the sun for curing. This requires from five to fifteen days to dry a tray-full of nuts, depending upon the weather.

Several attempts have been made at artificial drying, using distillate as a fuel for heating air, but the many difficulties of this process have prevented its adoption, and the solution finally seems to have been found in the use of electric heat.

Three installations of this nature were made during 1923 on different walnut farms. A connected load of 45 kw. on each dryer was installed, giving a sufficient capacity to heat 4,000 cubic feet of air a minute, when it is necessary to raise the temperature 40 deg. F. Standard oven heaters were used, rated at 5 kw. The heaters are placed in a metal duct and a fan blows air across them and through the necessary ducts to the several bins containing the nuts. A thermostat maintains the temperature of the air at about 100 deg. F.

The nuts are thus uniformly dried and, with four bins operating, it is possible to maintain an output of

eight tons in about 48 hours. The equipment requires no watching, as is necessary in the case of the fuel-fired dryers, and drying begins immediately upon the turning of the switch. Much time was usually wasted with the fuel-fire equipment each morning in adjusting the distillate burner. The air compressor necessary for the burning of distillate is also eliminated.

### Do You Have Trouble in Getting Products Through Your Jobber

Sales losses are incurred daily by jobbers and retailers who fail to keep in touch with current demand or who are reluctant to introduce new products. Contractors, likewise, often fail to give their customers A-1 service because they do not insist that their jobbers furnish the latest and best supplies.

A contractor recently asked a jobber to furnish him with some radium-luminous switches. The jobber had none in stock and insisted that there was no demand. To prove his point, he called a clerk and asked the negative question, "We never have any calls for luminous switches, do we John?" John replied, "You bet we do. People have been bothering me to death about them." He finished by telling of a case in which a customer had held up payment on a contract for four months because the contractor was not able to secure luminous switches from the jobber.

The moral is evident. Contractors,

jobbers, and retailers alike can give better service, hence get more business, if they keep up with demand. Better yet, the wise merchant is ahead of the demands.

### Sockets 'n' Switches

The socket of a lamp or fixture may be small, but its importance is not measured by its size, as any electrical man who assembles fixtures knows. The Bryant Electric Company, Bridgeport, Conn., has just prepared an attractive wall hanger, showing full-size all the sockets and switches one would use in fixture work. It is two feet wide, three feet high, printed in three colors, and may be had for the asking.

### Every Woman Is a Prospect for a Hair Drier

"Your barber, your bootblack, and your wife's hairdresser all need and will buy from you an electric hair-drier," reads an ad of The P. A. Geier Company, Cleveland, O. The market for hair driers, however, is not bounded by the barber, bootblack and hairdresser shop. It extends to every woman who lives in a wired home.

The arrival of summer brings to the electrical dealer opportunities to sell, not only electric fans and refrigerators, but hair driers. The woman at home, where she takes her daily shower bath, or at a pleasure resort, where she takes her daily plunge in the lake or ocean, is a good prospect. Bath houses and hotels at vacation resorts also are in the market.

In his sales talk, the salesman pushing driers should explain or demonstrate the various uses of the device. Some of them are: drying hair, drying muddy shoes, removing dampness from children's clothes before putting them on, removing moth-ball taint from garments, banishing gasoline odor from clothes after cleaning, warming baby's bed, and drying wet paint or varnish.

However, the chief use of the drier—drying hair—should be the point to stress in the sales talk. The market is open for the electrical dealer who will go out and get the business.

W. R. Ostrander & Company, 371 Broadway, New York City, has ready for distribution its new 32-page catalog covering its line of electrical supplies and specialties.

## Your Biggest Task is Cooking

**T**HERE are many, many things to be done about the house—washing, ironing, sweeping, dusting, sewing, washing dishes—but the greatest task of all is cooking. The average woman spends twenty-five hours a week preparing the family meals.

And cooking is by far the most important task, too, for upon it depend the health and content of the whole family. Properly cooked food is the first household necessity. So the sincere housewife gives it her most careful consideration. Under old methods her attention and presence were demanded every minute during the preparation of a meal. She had to see that the heat was properly regulated; that smoke was not chousing the walls; that nothing burned or boiled over; that there was plenty of water on the vegetables; that the roast was properly basted. Truly it was almost drudgery. The approach of meal time was justly dreaded.

But it is a different story in the modern home. Electric cooking has made life worth while for the housewife. She does not have to stand over a hot stove all day—she is free from worry, care and constant attention. It is no longer a task but a pleasure to cook, so quickly, so easily and so well can it be done.

**THE MODERN WAY IS THE ELECTRIC WAY**

And, retaining all the valuable old-time sense of taste of roasting. You do not have to stand over a hot oven heating a roast. Basting is unnecessary. You can regulate your heat just as you wish it and then stand by. And think of the difference in your kitchenware. Your utensils never come into contact with smoke or flame. Consequently, you have no sooty, smoked pots, pans and dishes to labor over. You can even sit on your seat and let your dinner cook while you are out.

Because of these tremendous advantages, the Southern California Edison Company is striving to modernize homes by recommending electric cooking. Every housewife who leaves her home and wants to do things the best she possibly can, will be interested in Electric Cooking. Further information will be found on the following page.



**15 hours**  
The average housewife spends fifteen hours a week cooking with gas.



**10 hours**  
A woman cooking with electric heat saves five hours a week.



**25 hours**  
A woman cooking with electric heat saves five hours a week.



**5 hours**  
A woman cooking with electric heat saves five hours a week.



**4 hours**  
A woman cooking with electric heat saves five hours a week.

The Southern California Edison Company is striving to modernize homes by recommending electric cooking as the solution for the housewife's biggest task. The above

ad shows the number of hours devoted each week to cooking as compared to the other household duties. The burden of cooking should be lightened as much as possible.

ad shows the number of hours devoted each week to cooking as compared to the other household duties. The burden of cooking should be lightened as much as possible.



# "Dealer Helps" the Manufacturers Offer

"Electrical Merchandising" is one of the most interesting publications I read, for it is constructive as well as instructive. I have it sent to my home where I can study it carefully and get the full benefit of its contents. Here's to your continued success!

J. H. McKenna,  
Jersey City, N. J.

We are certainly very glad to take this opportunity to compliment you on the very fine magazine that you are putting out. It is one electrical magazine, which we feel unable to do without, and one which is thoroughly read from cover to cover.

Pullen-Zoll Electric Co.,  
Miami, Fla.

## Seven Ways to Save with an Electric Cooker

Every woman who sees an electric cookstove in action wants one—there's no doubt about that! What she is afraid of, however, is the cost of electrical cookery, and the best thing the dealer or salesman can do is to line up all the points he can think of to prove the economy of such cookery, and take advantage of every opportunity to lay these before her.

For example, seven ways an electric cooker saves are listed in an interesting mailing folder which the Toledo Cooker Company, Toledo, O., is supplying to its dealers:

1. Unusually economical to operate. Fuel costs reduced to a minimum.
2. The Toledo cooks the food without any watching or waiting on your part—You save time.
3. Food does not evaporate or shrink when cooked in the Toledo—You save food.
4. Electric cooking makes food more palatable and healthful for the family—You save doctor bills.
5. Less expensive meats taste like the choicest cuts when cooked in the Toledo Electric—You save on meat bills.
6. The Toledo Electric does away with the need of staying in a sweltering kitchen—You save your health and appearance.
7. Better cooked, better tasting food comes out of the Toledo Electric—You save your disposition.

## A Lamp for Every Use

"What kind of a lamp do you wish, madam?"

"What kind? Why, I didn't know there were different kinds. I want one for the living room—you know, just a regular, ordinary lamp!"

Evidently this customer has not been following the advertising carried on by leading lamp manufacturers in the popular magazines, in window displays and in sales litera-

ture, for the story told in all these advertising media is "the right lamp in the right place!"

It is not necessary, in a case of this kind, for the dealer to begin a long and tiresome harangue on the technical details that enter into the construction of a lamp or to wear his customer out trying to make her memorize which lamp goes where and why. Instead, if he knows his business, he will have convenient to his hand some of the cleverly-portrayed folders on the subject of lamps and their proper use, issued from time to time by various lamp manufacturers. From a folder such as the one illustrated, he can point out to her the lamp and picture showing its use and after a suggestion or

two he will be able to sell her the proper lamp for her living room—which incidentally she came in to buy—as well as a 75 or 100-watt lamp for the kitchen and perhaps one of the 25-watt tubular lamps for the rose-decorated bed-light which she received for Christmas and for which she had not been able to find a proper lamp.

## When the Woman Asks

The Poole Engineering & Machine Company, Baltimore, Md., has improvised a unique method of anticipating and answering the various questions raised by the prospective woman purchaser of a washing machine. On each lefthand page throughout its booklet a type of womanhood is sketched with a special query relating to the efficiency of the washing machine. Some of the questions asked are: "Aren't washing machines supposed to be hard on fine clothes?" says the motherly type; "Are washing machines an awful bother to run?" asks the social butterfly. "Don't washing machines get out of order easily?" worries the practical one. "Aren't washing machines expensive to run?" the demure one hopefully asks. And the young bride: "I have no laundry. Can I use the machine anywhere else?" Needless to say the answers are found on each accompanying page.

## Telling Their Own Story

"I am the heating pad. You'll think of me—all cozy and comforting—when you have ache-y little pains and shivers! I'm the safe heating pad that warms the crib for baby and soothes 'rheumatics' for grandma. My three-heat switch makes the pad just cozy warm, or a little warmer, or quite hot, as for toothache. My cover is softest

**Champion**  
A LAMP FOR EVERY HOME USE

The White Champion, either 75 or 100 Watt gives an abundant light suitable for the eye and if properly placed you need never be in your own light when reading or sewing.  
75 Watt 100 Watt

The Baby Champion or economy lamp. This is the lamp for lighting closets, hallways or to use as a night lamp. It gives you a very long life with long saving in current.  
100 Watt Clear 100

You should use a clear Gas-Filled Lamp in an enclosed fixture only and a frosted lamp in the open fixture. The 100 Watt Champion Lamp illustrated will cheerfully light an entire room.  
100 Watt Clear 100 Frosted 100

Decorative lamps. The round Champion is made for use in chandelier fixtures or for table use or as a night lamp. It is properly used in bedrooms, parlor, dining room or other in open fixtures. In the lamp Champion Engineers combine a happy medium of all and light.  
25 Watt Clear 25 Frosted 25

The Champion is the correct lamp for general lighting purposes. It is properly used in bedrooms, parlor, dining room or other in open fixtures. In the lamp Champion Engineers combine a happy medium of all and light.  
25 and 40 Watt Clear 25

If your kitchen lamp is on a stand where it is likely to require a handle, you should use a Champion 100 Type bulb to stand just the hand strap. To break the handle you must break the bulb. Made to several sizes.  
25 and 40 Watt Clear 100

The Champion Candle Lamp (Tubular) is used as your chandelier or on side wall or dinner table. When properly placed, it clearly resembles a candle.  
25 Watt Clear 100 All Frosted 100

**Champion Lamps**

To help the housewife choose the right lamp for the right place, the Consolidated Electric Lamp Company has prepared a folder, "Give a Thought to Your Home Lighting." There is a lamp for every household purpose, it is pointed out in this little sales help, from the "Baby Champion" for halls, closets, etc., to the large units for lighting an entire room.

eidern, a practical color, and my cord is long enough to reach inside the widest bed. I never leak or have to be refilled—I never cool off until you tell me to. Some day you'll need me in emergency."

This is typical of the style used to describe its line of electrical appliances in a unique folder called "Electric Household Conveniences," issued by the Federal Electric Company, Chicago. The iron, the toaster, the percolator, vacuum cleaner, heater, and clothes washer—each is allowed to tell its own story, with a result that is refreshing and "different." Your customers will find it interesting reading.

### Have Your Windows Trimmed for 7c. a Day

Do you regard your show window as a sales-compelling agent or as a necessary evil? If you're not sure about your point of view, look over your accounts and you'll soon find out whether you are heading toward prosperity or not. Of course, there may be other reasons why you're not, but some of the blame can be laid to unattractive lifeless windows.

To help the dealer who has no particular talent or inclination for window dressing—and admits it—the Westinghouse Electric & Manufacturing Company has inaugurated its

Dealers' Artcraft Display Service, or in other words, a new window display service, consisting of four different displays at intervals of three months. The chief feature of the display is the background or panel, designed to provide an artistic setting for the display of electrical goods. The paintings are done in oil and facilities for transparent effects are provided. No manufacturer's name is mentioned on any of these displays and they may be used with all classes of merchandise.

The subjects covered in the first year's series of pictures are: No. 1, the June bride or girl graduate; No. 2, electrical home comforts; No. 3, happiness in the home and No. 4, labor-saving devices—old housekeeping methods contrasted with the new.

### Store Hangers for Lighting Novelties

Henry D. Sears, general sales agent for Weber Wiring Devices, 80 Boylston Street, Boston, 11, Mass., is distributing several items of novel "dealer help" material in connection with the two new wiring accessories recently announced by the Weber organization. The new articles are the "Staylit" delayed-action pull switch, by means of which the light is kept burning a minute or two after

the "off" cord has been pulled, and the "Can-del-ite" adapter which converts the old-fashioned wall or ceiling fixture into an up-to-date candle-type fixture. The "dealer help" features are counter and window display outfits, circulars for customer distribution and electrotypes for local newspaper advertising.

### Develop Your Washing Machine Market—Here's How!

For electrical dealers wishing to develop intensively the washing machine market in their communities this year, the Altorfer Bros. Company, Peoria, Ill., has just published a stimulating and helpful book, called "How 437 Dealers Brought Customers to Their Stores."

The book incorporates the actual experiences of washing machine dealers throughout the country, and gives many specific selling plans which have been pronounced successful by these dealers. The wide field of subject matter covered is indicated by the headings—"the need, and use of, a leader;" "your market;" "how many washing machines should you sell?" "making plans for reaching your quota;" "newspaper advertising;" "keeping your salesmen supplied with prospects;" "special campaigns or sales;" "how to handle inquiries;" "miscellaneous plans for stimulating sales between campaigns;" and "selling on terms."

One particularly successful plan for obtaining prospects from present owners, is described as the "service plan." A careful record is kept of all purchasers of washing machines. After the purchaser has had the opportunity of using her new washer for a few weeks, the following letter is sent out, together with a postal card:

Mrs. A. A. Jones,  
.....Street,  
City, State.

Dear Madam:—

Our records show that on..... date.....you bought an A B C electric washing machine from us.

It is our policy to give satisfaction not only at the time we sell this machine but to continue to do so even after the machine is sold.

For that reason we maintain a service department so that immediate attention may be given emergency calls and to see to it that the machines we sell are giving thorough satisfaction.

In order that we may give you the benefit of this special service we ask that you fill out the enclosed service



This June bride window shows an adaptation of the new Westinghouse window display panel by the J. F. Delahant Electric Sales Company, New York City. The panel is painted in delicate cream and violet on gold "Sanitas" and an artistic en-

semble is created by the addition of a sprig of ivy and a potted plant. The skirt of the boudoir-lamp figure against the background is of transparent silk and is illuminated by the light behind it. Such an attractive window is a sales-compelling agent.





# New Merchandise to Sell and Where to Buy It

*Appliances, Socket Devices and Wiring Supplies Which Manufacturers and Jobbers are Putting on the Market*

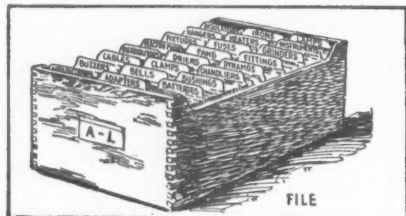
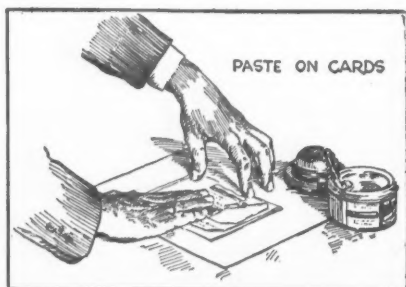
**Including Many New Appliances Suitable for the Home Electric**

## For Your Further Information—We Are Now Including "Intended Selling Prices" of New Products

In response to suggestions from readers that the usefulness and service of this department "New Merchandise to Sell" would be further enhanced if we included prices with our descriptions of new products, *Electrical Merchandising* with the April issue began the publishing of "intended retail selling prices" of articles, where such information is available. The intended retail selling price given in each instance is the price at which it is expected the article can be sold to the retail purchaser, after the customary distribution costs have been allowed for.

In no case, of course, is the figure given to be taken as setting a price at which the product must or should be sold by the retailer. Instead, the prices set down on this and the following pages, are given merely for the convenience of our merchant-readers—to afford them approximate figures by which to gage roughly the probable market with their own respective clientele.

## How to Use and File These Items



Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a loose-leaf catalog or folder.

## Floor Scrubbing and Polishing Machine

*Electrical Merchandising, June, 1924*

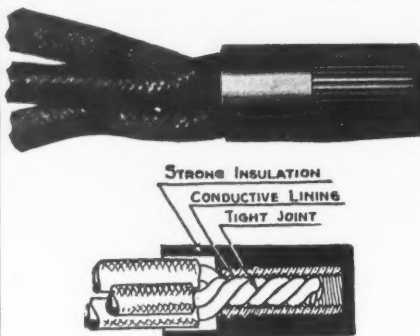
A specially designed handle equipped with operating switch and cable arm is a prominent feature of the new floor machine made by the Fay Company, 514 West Fifty-seventh Street, New York City. The handle can be adjusted to suit the height of the operator and may also be lowered to a horizontal position to make possible the use of the machine on tables, benches and desks as in this position it is only 10-in. from the floor. Attachments are provided for scrubbing, for waxing and polishing of floors, linoleum, tile, cork, etc., and for sandpapering and refinishing floors.



## Device for Making Wire Joints

*Electrical Merchandising, June, 1924*

For use in making wire joints in outlet boxes and elsewhere, the Electric Outlet Company, 8 West Fortieth Street, New York City, has designed a "Wire Nut" made of brass and bakelite which takes the place of the whole soldering and taping operation as it is necessary simply to twist the wires together and screw on a Wire Nut. Special advantages claimed for the new device are: that different combinations of wires can be joined with one size of Wire Nut; the high conductivity of the brass lining; the extension of the bakelite can which overlaps the wire insulation; and the small size of the completed joint. Intended list price per 100, \$7.50.



## Combination Percolator and Hotplate

*Electrical Merchandising, June, 1924*

Although the new "Perc-Heater" of the Appliance Manufacturing Company, Hartford, Conn., was designed specially for use with a coffee percolator of the octagon or similar type, it also serves an auxiliary use as table stove, for, declares the manufacturer, it will fry, boil and broil. It has an aluminum body with trimly-formed legs in tripod arrangement and holds a bed of porcelain in which the heating element is incorporated. Included in the outfit is an aluminum tray.



## Automatic Time Switch

*Electrical Merchandising, June, 1924*

The function of the new "T-7" time switch brought out by the General Electric Company, Schenectady, N. Y., is the same as that of the many other forms of time switch now on the market except that in this new unit its time-keeping and propelling member is in the

form of a small Warren synchronous motor instead of the usual clock with escapement mechanism and spring. Control is effected by automatically closing and later opening the circuit at any predetermined time for which the switch may be set. It is rated 20 amp., double-pole, single-throw, for use on circuits not exceeding 250 volts and is especially adapted for use with electric signs, show windows, battery charging, etc.





### Therapeutic Lamp

*Electrical Merchandising, June, 1924*

Rheumatism, lumbago, colds, back-aches, skin troubles and a host of other unwelcome ills can be effectively routed by the therapeutic lamp, it is declared by the Wabash Electric Company, 541 South Wabash Avenue, Chicago, manufacturer of the new "Healite" lamp. This portable lamp is designed for use on the ordinary 120-volt lighting circuit and is equipped with a 260-watt incandescent bulb. The aluminum shade is 7½ in. in diameter and the entire lamp weighs but 1½ lb. Intended list price of No. 850 is \$6.50.

### Electric Soldering Iron

*Electrical Merchandising, June, 1924*

For radio use, odd jobs around the home and for light commercial work, the Varick Electric Manufacturing Company, 71 Eighth Avenue, New York City, has brought out an electric soldering iron which is 11 in. long and has a ¾-in. tip. It is made for use on 110-120 volts and has a 60-watt capacity. Listed at \$2.25.

### Weatherproof Socket

*Electrical Merchandising, June, 1924*

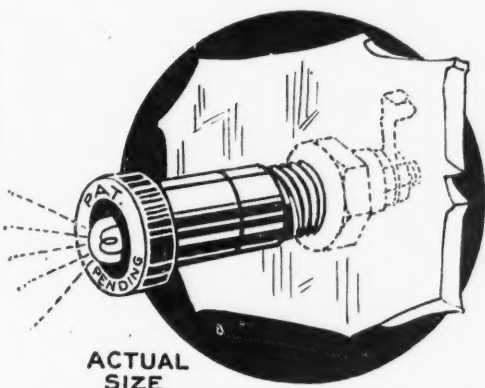
A cold-molded weather-proof socket, for use on circuits up to 250 volts, has been brought out by the Rodale Manufacturing Company, 265 West Broadway, New York City.



### Portable Lamp

*Electrical Merchandising, June, 1924*

A new model of portable utility lamp is the "Clamplite" announced by the Greist Manufacturing Company, New Haven, Conn. It clamps on tables, bed posts, chair backs or hangs from the wall. It is 12 in. high and is made in mahogany bronze and velvet brass. Intended retail price, \$1.75.



### Protective Device to Prevent Blown Radio Tubes

*Electrical Merchandising, June, 1924*

A form of radio tube insurance is the new "Kant-Blo" device brought out by the Kanter Manufacturing Corporation, 120 Broadway, New York City. It is designed to take the place of either a binding post or "A" battery switch of any set, one signal of either style, of course, protecting any number or type of receiving tubes. The intended retail price of the binding post style is \$1.80, while the push-pull "A" battery switch model is listed at \$2.80.



### Radio Kit

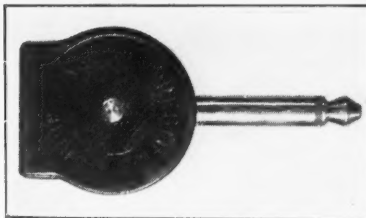
*Electrical Merchandising, June, 1924*

The Kellogg Switchboard & Supply Company, 1066 West Adams Street, Chicago, has announced a new No. 501 universal panel radio kit consisting of one drilled panel, mounting bracket, shield, binding posts, dials, rheostats, fixed condensers, tube sockets, in fact everything except the tuning unit, depending, of course, upon the hook-up to be used. Intended retail price, \$43.

### Radio Plug

*Electrical Merchandising, June, 1924*

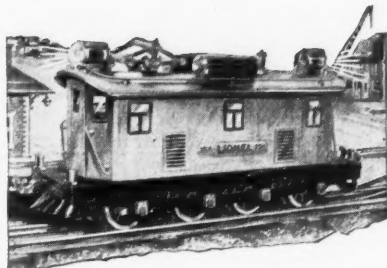
Instead of providing any of the various forms of holding devices to make it automatic and rapid in application, the new radio plug made by the Presto Machine Products Company, 70 Washington Street, Brooklyn, N. Y., the manufacturer declares, uses the simple and novel idea of reversing the direction of inserting the points so that while the plug is in use, the greater the pull on the cord the more positive the point of contact. Intended retail price, 75c.



### Twin-Motor Toy Locomotive

*Electrical Merchandising, June, 1924*

A powerful little locomotive with twin motor, to fit "O"-gauge track, has been announced by the Lionel Corporation, 48 East Twenty-first Street, New York City. This new toy, the manufacturer points out, is an exact reproduction of the type used by one of the country's great railways, even such details as the swaying of the superstructure being carried out. It has tanks, pantograph and whistles mounted on the roof and two electric headlights with red and green side discs. There are realistic brass hand-rails, nicked brass stanchions and embossing to represent bolts and rivets. Retail price, about \$20.



### Radio Transformer

*Electrical Merchandising, June, 1924*

A long-wave transformer, specially designed for use on the new heterodyne and super-heterodyne circuits, where a transformer of uniform operation must be employed, has been announced by the Jefferson Electric Manufacturing Company, 426 South Green Street, Chicago. It has laminated silicon steel core and has a maximum range of about 6,600 meters. Assembled in sealed metal case to maintain its sensitiveness in all seasons and climates, the company points out.

Continued on third page following, for your convenience in clipping and filing.  
Each item will fit a 3x5 in. standard filing card

# News of the Electrical Trade

## Coming Conventions

**ELECTRICAL SUPPLY JOBBERS ASSOCIATION, EXECUTIVE AND MERCHANDISE COMMITTEE MEETINGS, June 2-3; general meeting of all divisions, June 4-6, Homestead Hotel, Hot Springs, Va.**

**NATIONAL ELECTRIC LIGHT ASSOCIATION, NORTH CENTRAL ELECTRIC DIVISION, Winona, Minn., June 11-13.**

**ASSOCIATED MANUFACTURERS OF ELECTRICAL SUPPLIES, ANNUAL MEETING, Hotel Ambassador, Atlantic City, N. J., June 16-21.**

**NATIONAL COUNCIL LIGHTING FIXTURE MANUFACTURERS, Atlantic City, N. J., June 25-27.**

**CONFERENCE OF REPRESENTATIVES OF ELECTRICAL LEAGUES, Camp Co-operation IV, Association Island, Henderson Harbor, N. Y., September 2-6.**

**ASSOCIATION OF ELECTRICIANS, ANNUAL CONVENTION, West Baden Springs, Ind., September 29-October 4.**

## Fixture Dealers Actively Push Organization Work

The first quarterly executive board meeting of the National Association of Lighting Equipment Dealers was held at headquarters' office, Cleveland, April 4, with the following officers and directors present: E. R. Gillet, president; R. D. Paxson, treasurer; Chas. H. Hofrichter, business manager; R. W. Smith, secretary; C. J. Netting, H. E. Goldstein, G. F. Laube, A. L. Oppenheimer, and C. H. Swartz. Applications covering thirty members who have joined the association since January 1, 1924, were accepted by the board for membership in the organization.

Charles Michelson, president of the Associated Lighting Equipment Salesmen, attended the meeting for the purpose of securing closer co-operation between the salesmen's organization and the dealers' association. Herman Plaut, president of the National Council, was also in attendance and extended the members of the dealers' association a very cordial invitation to attend the

Atlantic City meeting of the council which is to be held the latter part of June.

An operating budget for the association covering the year 1924 was presented to the committee and after considerable discussion a budget amounting to \$12,000 for the year was agreed upon. President Gillet appointed a program committee consisting of Messrs. H. E. Goldstein, Chas. E. Scott and G. F. Laube. This committee will work up the program for the 1925 Dealers' Convention.

### Better Classification Sought

Business manager Hofrichter reported that a traffic committee has been appointed by the National Council for the purpose of securing a better classification and lower rates on lighting fixtures. This is a subject of special interest to all lighting equipment dealers and should the committee be successful in their negotiations along this line, it will mean a saving of thousands of dollars to dealers.

The next meeting of the dealers' executive board will be held at the Ambassador Hotel, Atlantic City, N. J., during the week of the National Council Convention. A number of dealers have already intimated that they also expect to be in Atlantic City at that time.

## Fixture Manufacturers at Atlantic City, June 25-27

A three-day program of business and entertainment has been planned for the convention of the National Council Lighting Fixture Manufacturers at the Ambassador Hotel, Atlantic City, June 25, 26 and 27.

The business sessions will be confined to talks and discussions on industry problems. Bernhard Blitzler, president of the Lightolier Company, New York, will speak at the Wednesday Session—his subject is "I Am in Business for My Health." Albert Wahle, president of the Albert Wahle Company, New York, will speak on "Establishing a Standard."

Thursday morning is to be given over to the subject of patents. The speakers for this session will be announced by the patent committee.

On Friday the reports of officers and of committees will be given, followed by the election of officers. Following is the list of subjects:

**Cost Accounting**—"What Cost Accounting Is Doing for National Council Members," by Cost Committee.

**Committee to Meet With Architects**—C. G. Everson, Albert Wahle.

**Committee on Traffic and Better Rates**—Edwin F. Guth, chairman.

## Men Who Are Directing the Activities of the Society for Electrical Development—V



H. D. SHUTE, Director

Entering the employ of the Westinghouse Electric & Manufacturing Company, Pittsburgh, in 1893 as an apprentice, Henry D. Shute rose consistently through the technical departments of the company until 1917, when he was elected vice-president in charge of sales. He is now also a director of the Standard Underground Cable Company, Pittsburgh. Mr. Shute is a native of Somerville, Mass. After his graduation from the Massachusetts Institute of Technology, he spent a year studying in Germany. Immediately thereafter he entered the employ of the Westinghouse Company.



G. F. MORRISON, Director

Trained in the school of practical experience, George Francis Morrison has risen from humble ranks to the position of vice-president of the General Electric Company and director of both the General Electric and of the International General Electric Companies. A native of Wellsville, N. Y., he entered the employ of the Edison Lamps Works at Harrison, N. J., early in 1882, when he was about 16 years old. Mr. Morrison has a keen judgment of men and affairs, possessing that type of mind which sees all sides of a problem and arrives at accurate conclusions.



**Lamp Committee**—B. F. Klein, chairman.

**Essay Contest Committee**—Albert Wahle, chairman.

**Committee on Nomenclature and Photometric Standards**—E. C. McKinnie, chairman.

**Market Committee**—F. R. Farmer, chairman.

Edward James Cattell, Philadelphia's famous after dinner wit, will be the speaker for the banquet on Friday evening. His subject is "Bigger Men—Broader Vistas—Better Days."

The golf tournaments under the direction of E. C. McKinnie of Curtis Lighting, Inc., of Chicago, will be a feature of the recreation program. There will be two tournaments—one confined to the National Council members, and one for the members of either the Dealers' organization, the Glass Guild, or the National Council.



In the footsteps of his famous dad—Charles Edison closing the switch that opened up an electrical exhibition. The son is now the active general manager of the Edison interests at Orange, N. J.

## Campaign Sold 2,609 Store-Lighting Units in 10 Days

The Ohio Public Service Company, in co-operation with three well-known manufacturers, was the first to make an outstanding success of the "Day-light Kitchen Campaign," and this success has since swept the country until today it is estimated that over a million dollars' worth of kitchen lights have been sold.

Now comes the same central station and the same manufacturers with another campaign plan, which seems destined to even wider acceptance and success.

### Merchandising Profits, \$15,000

The new campaign is designed to stimulate better store lighting, especially in the smaller stores which generally are poorly lighted. The plan was carefully developed and given a practical test in seven communities having altogether 6,370 stores of all sorts. The result was sales of 2,609 units in ten days, which paid a merchandising profit of approximately \$15,000 and net the lighting company better than \$30,000 per year increased revenue.

How this campaign was organized and operated is told in a booklet which is about to be published co-operatively by the three interested manufacturers. The title of the book is "A Central Station Campaign that Sold 2,609 Store Lighting Units in 10 Days," and a copy may be secured free of charge from the Ivanhoe Works of The Miller Company, Cleveland; from any sales division of National Lamp Works of General Electric Company, or from The F. W. Wakefield Brass Company, Vermilion, Ohio.

A. E. Tregenza, formerly sales manager of the Economy Fuse Manufacturing Company, Chicago, has recently gone with the Chicago Fuse and Manufacturing Company, also of Chicago, as assistant to the president, in charge of commercial relations.

Albert S. DeVeau, originator of the "DeVeau" line of telephone and radio equipment, has resigned as secretary of Stanley & Patterson, New York City, and has opened offices as an independent manufacturers' representative in the Dodge Building, 53 Park Place, New York City, where he will specialize in electrical and radio apparatus, and specialties. Mr. DeVeau, a native of New Rochelle, N. Y., has been in the electrical business for 30 years. He was organizer and president of the DeVeau Telephone Manufacturing Company, of Brooklyn, which was later consolidated with Stanley & Patterson. In his new capacity, as manufacturers' representation, Mr. DeVeau will serve Greater New York and Northern New Jersey.

Joseph V. Guilfoyle has been appointed general sales manager of the Berthold Electrical Manufacturing Company, 702 North Halsted Street, Chicago, Ill., manufacturers of Berthold washers and appliances. Mr. Guilfoyle recently rounded out 16 years of continuous experience in the household electrical specialty field, having been for many years with several of the country's largest central stations, and later holding posts on the selling staffs of the United Electrical Company, Western Electric Company, Apex Electrical Manufacturing Company, Birtman Electric Company, and the Gainaday Electric Company.

The Rauland Manufacturing Company, Chicago, manufacturer of the "All American" line of radio products, has moved into new quarters at 2650 Coyne Street.

The Graham Electric Company is the name of a new electrical jobbing concern recently organized at 1088 South Third Street, St. Joseph, Mo.

The Magnavox Company, of Oakland, Cal., announces the removal of its New York office to larger quarters at 350 West Thirty-first Street. W. R. Davis, sales manager, will be in charge of the

New York office, as heretofore. A cordial welcome is extended by the company to all radio wholesalers and dealers to visit the new offices.

The Parelectric Company, Philadelphia, Pa., has entered the electrical field as manufacturers' agents, covering territory comprised of eastern Pennsylvania, southern New Jersey, Delaware, and Maryland, with general offices at 1103 Widener Building. The personnel of this company is composed of V. M. Wiltbank, formerly district representative of the Philadelphia territory of the Bryant Electric Company, Bridgeport, Conn., and Charles Fryburg, formerly district manager for the Wise-McClung Manufacturing Company, New Philadelphia, Ohio. Clifford H. Furness, former auditor of the Texas Company in Philadelphia district, is in charge of the offices and warehouse.

The Ives Manufacturing Company, manufacturer of miniature electrical and mechanical railway systems, announces the appointment of H. P. MacBeth as Pacific Coast representative. Mr. MacBeth's headquarters will be in San Francisco, the local address of which will be announced later. The new offices, it is intended, will also incorporate a warehouse, showroom and service station for Ives toys.

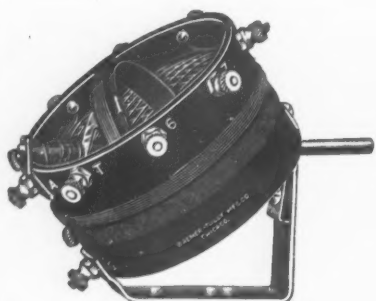
F. L. Williamson, district sales manager of the Economy Fuse & Manufacturing Company for the past eight years, has resigned to become general sales manager for the Taplet Manufacturing Company of Philadelphia, Pa., with his general sales office at 71 Murray Street, New York City.

The Virden Company, Cleveland, is building an addition to its factory, which will provide approximately 5,000 sq. ft. of additional space.

The Stevenson Distributing Corporation, a newly-formed organization, has taken over the entire retail business of the Wise-McClung Manufacturing Company in the Philadelphia and New York metropolitan territories. The new company's main office is located at 635 Fulton Street, Brooklyn, N. Y. Branch offices are maintained at 5 Columbus Circle, New York City, and 10504 Liberty Ave, Richmond Hill, L. I., 121 North Broad Street, Philadelphia. The president is Charles J. Stevenson, eastern division manager of the Wise-McClung factories for the past two years; Joseph N. Galway, who is also treasurer of the Appliance Distributing Corporation of New York City, is vice-president. Other officers are Otto G. Heilman, secretary, and Florence Walker, treasurer, both formerly associated with the New York offices of the Wise-McClung Company.

The E. H. Freeman Electric Company, Trenton, N. J., has just issued catalogue No. 8, showing the complete line of Circle "F" wiring devices. This catalogue contains 64 pages and gives illustration and data on each article manufactured by the company.

The Ideal Commutator Dresser Company announces that it is now located in a permanent and larger factory at Sycamore, Ill.



## New Merchandise to Sell

(Continued from third page preceding)

### Vernier Tuner

*Electrical Merchandising, June, 1924*

One of the recent products of the Bremer-Tully Manufacturing Company, 532 South Canal Street, Chicago, Ill., is the B-T vernier tuner illustrated. Intended retail price, \$5.00.

### Blue-Print Drying Machine

*Electrical Merchandising, June, 1924*

An endless apron, carried on a series of steel rollers, is part of the equipment of the "Hesco" blue-print drying machine made by the Hamilton Engineering Service, Ltd., 195 King William Street, Hamilton, Ont., Canada. The rollers are so arranged that a heavy pressure is brought on the prints as they pass around the heated drum, thus ironing them as well as drying them. Prints of any length whatever and up to the rated width of the machine may be dried.



### Heating Pad

*Electrical Merchandising, June, 1924*

The heating element inside the "Vito-pad" made by the Whitney Company, 143 Liberty Street, New York City, consists of woven hemp strands interspersed with the heating wire. This wire, the company explains, is of special alloy of thread-like fineness and is woven into the pad on looms, just like cloth. The pad is equipped with a three-heat switch and thermostat. Its size is 12 in. x 15 in. and the intended selling price is \$8.00.

### Radio Inductance Switch

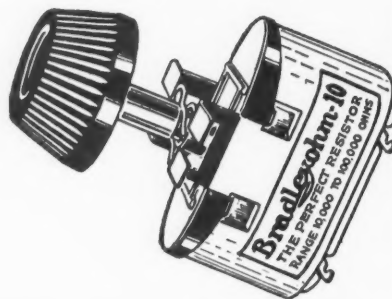
*Electrical Merchandising, June, 1924*

All contacts of the new inductance switch brought out by the Carter Radio Company, 1850 Republic Building, Chicago, Ill., are mounted back of the panel, only the knob and dial being exposed on the front of the panel. There are fifteen contacts, the manufacturer explains, but by means of an adjustable stop, any number of contacts up to fifteen may be used and the others left idle. The terminals can be soldered and all connections made before the switch is mounted. It is declared, and the contact arm is fitted with a clock-spring type of pigtail to eliminate undesirable sliding contact.

### Adjustable Resistor for Radio

*Electrical Merchandising, June, 1924*

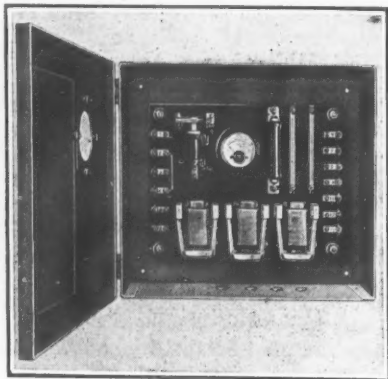
The "Bradleyohm" is the name of another Allen & Bradley product recently added to its line of radio parts. It is an adjustable resistor which is similar in operation, it is said, to other Allen-Bradley graphite disc rheostats, such as the "Bradleystat" and "Bradleyeak." The resistance of this new unit is varied over a wide range by applying or removing pressure on the two columns of treated discs by means of an adjusting knob. Made in three sizes: No. 10, 10,000 to 100,000 ohms; No. 25, 25,000 to 250,000 ohms; and No. 50, 50,000 to 500,000 ohms. Manufacturer, Allen-Bradley Company, 286 Greenfield Avenue, Milwaukee, Wis.



### Fire Alarm System

*Electrical Merchandising, June, 1924*

The closed-circuit preliminary alarm system of the Signal Engineering & Manufacturing Company, 233 Canal Street, New York City, is designed for use in such buildings as hospitals, hotels and stores, where it is not desirable to sound the general alarm signals unless there is an actual fire serious enough to necessitate a general alarm and thus empty the building. It is provided with two circuits—the preliminary alarm and the general alarm. Made for operation on 110-220 volts, a.c., d.c. or battery circuits.



### Lighting Unit

*Electrical Merchandising, June, 1924*

The Planetlite "Special" fixture illustrated, made by the Planetlite Company, Inc., 342 Madison Avenue, New York City, is designed for use in dance halls, cabarets, tea rooms and restaurants, as it gives a warm amber glow without unduly sacrificing the lighting efficiency. It is made in three sizes: 100-150 watts, 200-watts, and 300-500 watts.

### Electric Clock System

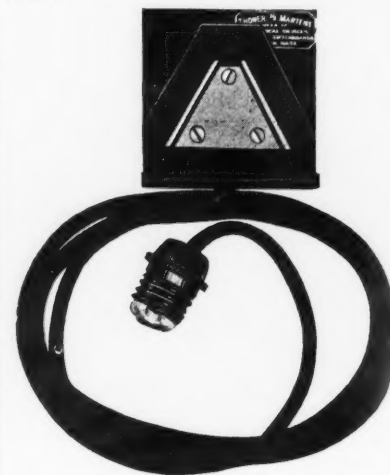
*Electrical Merchandising, June, 1924*

That a physician or attendant may take the pulse or respiration of patients without the necessity of stopping to take out a watch is one of the fields of usefulness covered by the new 3-hand "Telechron" just announced by the Warren Clock Company, Ashland, Mass. The distinctive feature of this new clock lies in its large second hand which moves over the whole dial with a smooth, noiseless motion. The movement is the "Telechron" synchronous electric and requires no winding or regulating, the time being supplied by means of the electric light current from those local power stations where a Warren master clock is installed.

### Portable Lamp-Testing Block

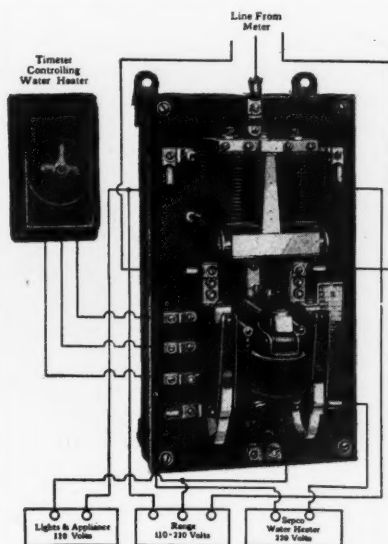
*Electrical Merchandising, June, 1924*

For the testing of incandescent lamps of commercial sizes, from the mogul-base size downward, Thoner & Martens, 463 Commercial Street, Boston, Mass., have brought out a portable test block for quick service in office buildings, industrial plants, central station field testing, electric appliance shops, etc. After plugging into an outlet, contact is made by touching one terminal of the device under test to a triangular brass base, mounted on a heavy insulating block, and touching the other terminal to either of two connected brass strips forming a "V" and mounted on insulating supports above the right- and left-hand edges of the base piece. The device is 3 in. square and 1 1/2 in. overall and is equipped with flexible cord and plug for attaching to any convenient outlet.



What's new on the market? These pages will tell you. 





### Load Control Panel Cuts Off Water Heater When Range and Appliance Load Exceeds 3 Kw.

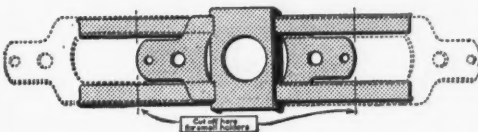
*Electrical Merchandising, June, 1924*

The illustration indicates how electric range, water heater, lights and appliances are wired from the Clark selective load-control panel erected on the meter board. When the demand of range, lights and appliances exceeds 3 kw. the Sepco water heater is automatically tripped out of service, permitting full use of total range, lights and appliance load, if desired. When the demand drops below 3 kw. (2-amp. variation) the Sepco heater is again thrown into service. Thus a free and flexible use of appliances is assured without compelling the housewife to control, by double-throw switches, the devices she wishes to use. The two series-magnet solenoids, one in each leg of the 110-220-volt service, have adjustable cores which can be set for demands of 2 to 6 kw. and are shipped adjusted for 3 kw. Manufactured by Automatic Electric Heater Company, Warren, Pa.

### Adjustable Fixture Strap

*Electrical Merchandising, June, 1924*

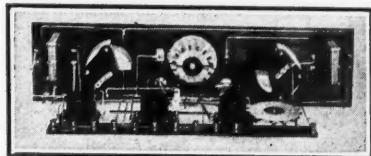
For use with ceiling holders and wall brackets, the Peerless Light Company, 663-671 West Washington Boulevard, Chicago, has brought out a fixture strap which is adjustable to any length from 3½ in. to 8 in. It is made of heavy gage steel and is designed to fit any kind of box or stud. List price per 100, about \$15.



### Radio Receiver

*Electrical Merchandising, June, 1924*

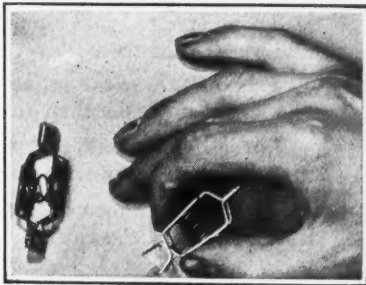
Another recent achievement of the Crosley Radio Corporation, 47 Alfred Street, Cincinnati, Ohio, is the new "Trirdyn" outfit, illustrated. Four important principles, the manufacturer declares, are employed in this Trirdyn 3R3 receiver. It employs but three vacuum tubes. Intended retail price, \$65.



### Radio Clip

*Electrical Merchandising, June, 1924*

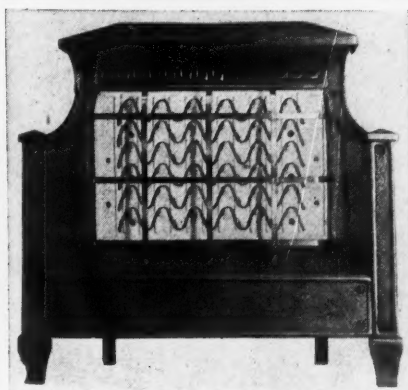
To make a tight connection rapidly or to try out a new circuit arrangement before soldering for permanent use, Eugene Pons, 838 Lincoln Avenue, Schenectady, N. Y., has brought out a new radio battery clip which has a grip at each end with a spring arrangement which opens the two grips simultaneously. Two continuous electrical paths unbroken by hinged joints or pivot pins are thereby created, as the current does not pass through the spring. The clip is made in two sizes—a small nickel-finished model for radio and a large, lead-covered type for battery station work.



### Electric Heater

*Electrical Merchandising, June, 1924*

The new "Solar Glow" electric heater marketed by the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., is a combination of both the convection and radiation type, for, in addition to heating through the utilization of air currents, radiation is effected from a buffed copper reflector placed around the heating element. It is finished on the sides and back in antique bronze so that it may be placed in any room or in an open fireplace. The heat is regulated by a conveniently-located switch, giving three different degrees of temperature control.



### Electric Safety Razor

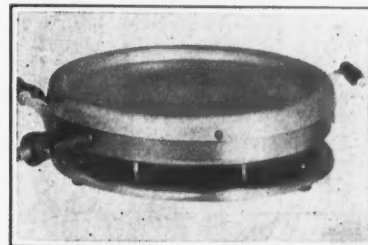
*Electrical Merchandising, June, 1924*

"Shaving with an axe versus shaving with a saw" is the topic of discussion featured in the interesting sales literature brought out by the Electric Safety Razor Corporation, 2156 Woolworth Building, New York City, describing its new electrically-operated "Vibro-Shave" shaving device. The ordinary razor, says the company, cuts as does an axe, with a pulling, tearing action, leaving a rough, chopped surface, while the saw-type "Vibro-Shave" cuts as does a high-speed saw—clean, smooth and close, without pulling. Included in this new shaving outfit is a vibrator attachment, furnished without extra charge. Intended retail price, \$7.50.

### Electric Griddle

*Electrical Merchandising, June, 1924*

Three pancakes can be made at one time on the new griddle made by the Empire Transformer Division of the Harvey Electric Company, 2000 Southport Avenue, Chicago. It is of simple design, easy to clean and, built for table use, is attractive in appearance. It measures 11 in. in diameter and is made of aluminum.



### Radio Frequency Transformer

*Electrical Merchandising, June, 1924*

The No. R-91 intermediate radio frequency transformer made by Chas. A. Branston, Inc., 815 Main Street, Buffalo, N. Y., is designed to work on a high wave length, where code interference is at a minimum. It is ideal for use, the manufacturer suggests, on the super-heterodyne, ultradyne or similar circuits, using the heterodyne principle of amplification. About \$6.50.



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Each item will fit a 3 x 5 in. standard filing card

Taisho Exhibition,  
Tokio, Japan, 1914Panama-Pacific Inter-  
national Exposition,  
San Francisco, 1915Schweizerische Koch-  
kunstaussstellung Ex-  
hibition, Lucerne,  
Switzerland, 1923Royal Sanitary Insti-  
tute Hall, Bournem-  
mouth, England, 1923Royal Sanitary Insti-  
tute Exhibition, Lon-  
don, 1922Bristol Home Life  
Economy Exhibition,  
Bristol, England, 1919The Royal Sanitary  
Institute Exhibition,  
Folkestone, England,  
1921Anglo-American Ex-  
position, London,  
England, 1914The Royal Sanitary  
Institute Exhibition,  
Birmingham, Eng-  
land, 1920The Brighton & Hove  
Exhibition, Brighton,  
England, 1920Panama-California  
Exposition, San Diego,  
1915

## "Greater than honors are deeds"

In order easily to decide whether you should sell The Hoover, or some other make of cleaner, ask yourself this question:

What are my customers going to demand of the electric cleaner they buy? That it be a winner of medals?

If so, you can truthfully tell them that The Hoover has won more first awards than any other electric cleaner in the world!

Some notable rewards for its superiority are shown.

But successful dealers in electric cleaners know that this is *not* deemed of greatest importance by a *majority* of their customers.

For The Hoover attained *leadership* in its field without mention ever being made of its prize winnings.

A million three hundred thousand women valued *most* the fact that The Hoover *Beats... as it Sweeps, as it Cleans*—in itself, conclusive proof of superiority.

To be able to *beat* their rugs regularly, on the floor, and dislodge, as only beating will, the deeply embedded, nap-cutting, germ-laden dirt;

To be able to *sweep* their rugs thoroughly, as no broom can, and to *air-clean* them;

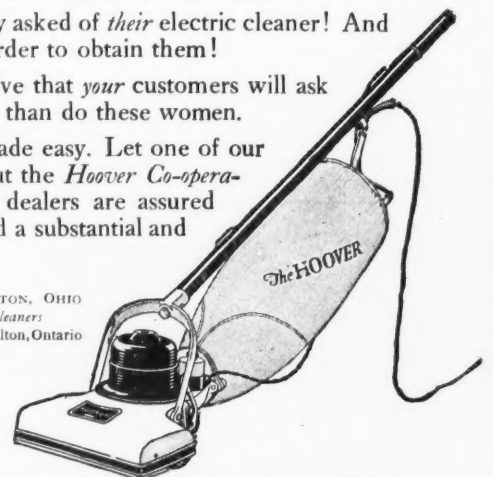
To do all these things dustlessly, in one operation; to save time and labor and make their rugs wear many years longer—

These are the things they asked of *their* electric cleaner! And they bought a Hoover in order to obtain them!

Surely you cannot conceive that *your* customers will ask less of their electric cleaner than do these women.

Then your decision is made easy. Let one of our representatives tell you about the *Hoover Co-operative Plan* whereby Hoover dealers are assured of every opportunity to build a substantial and highly profitable business.

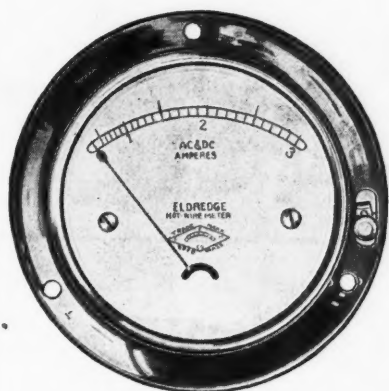
THE HOOVER COMPANY, NORTH CANTON, OHIO  
The oldest and largest maker of electric cleaners  
The Hoover is also made in Canada, at Hamilton, Ontario



# The HOOVER

*It BEATS... as it Sweeps as it Cleans*





## New Merchandise to Sell

(Continued from second page preceding)

### Hot-Wire Ammeter

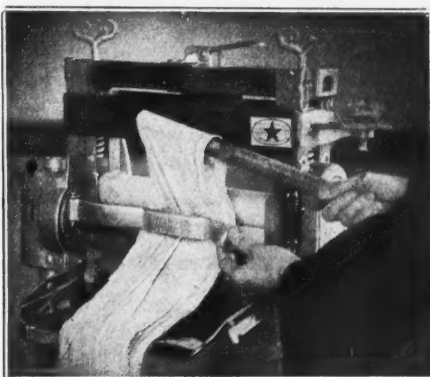
*Electrical Merchandising, June, 1924*

The mechanism of the Model H radio frequency ammeter made by the Eledge Electric Manufacturing Company, Springfield, Mass., comprises a heat expanding element in conjunction with a counter-balanced needle and hair spring movement. The movement, it is declared, is not affected by any stray magnetic influences. The ranges of this ammeter are: 0-1 amp., 0-2, 0-3, 0-5, 0-10 amp., 0-600 milli-amp., and other ranges to order. Intended list price of each range, \$7.

### Wringer Device for Washing Machines

*Electrical Merchandising, June, 1924*

Several new features of convenience have recently been added to the Woodrow washers, made by the Woodrow Manufacturing Company, Newton, Iowa, including the "Saf-T-Feed" device, designed to make the operation of the wringer easy and safe and to prevent the clothes from winding around the rolls. The use of this attachment, the company suggests, permits the operator to stand erect and even eliminates the necessity of putting the hands in the water.



### Hotplate

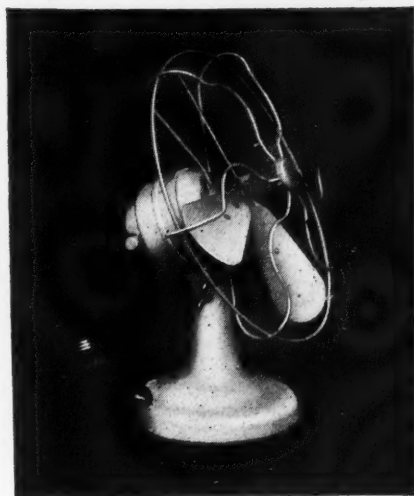
*Electrical Merchandising, June, 1924*

The first of the new No. 500 series of hotplates to be marketed by the Even Heat Electric Company, Detroit, Mich., is that illustrated. It is 9 in. in diameter and 4 in. high and is finished in nickel. Made for use with 110 volts, 660 watts. Intended retail price, \$3.50.

### Ivory-Finished Fan

*Electrical Merchandising, June, 1924*

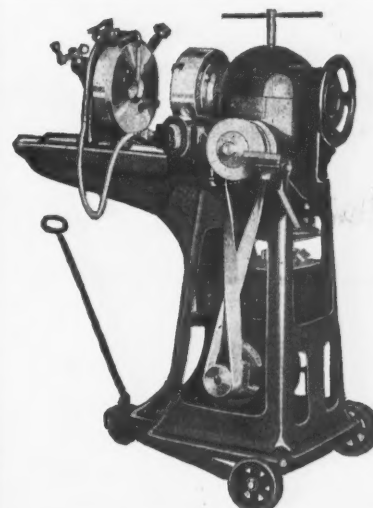
Particularly desirable for hospital use, or in the home, in the kitchen or boudoir, or where an all-white scheme is desirable, is the ivory-finished fan made by A. C. Gilbert Company, New Haven, Conn. It is an 8-in. fan, with universal motor, and operates on 110 volts, 60 cycle, a.c. or d.c. Weighs 3 lbs. Intended retail price \$6.50.



### Amplifier and Detector Tube

*Electrical Merchandising, June, 1924*

Thoriated tungsten wire, it is claimed, is used in the manufacture of the new "Mastertube" made by the Master Radio Company, 321 Bergen Avenue, Jersey City, N. J. To secure best results, for detector use, the company recommends that the M-1 tube be used with 22½ volts for plate and for amplifier use, 22½ volts to 67½ volts. The tubes are made in three sizes, for 1½, 3 and 6 volts.



### Portable Pipe-Threading Machine

*Electrical Merchandising, June, 1924*

To fill the gap between the large heavy power machine and the ordinary hand stock, the Williams Tool Corporation, Erie, Pa., has developed a portable pipe-threading machine that cuts off, threads, reams and chamfers pipe ½ in. to 2 in. inclusive—bolts ½ in. to 1½ in. It may also be used as a power unit for threading and cutting off pipe up to and including 8 in. Equipped with standard motor, 1,800 r.p.m., operating on any current, phase or cycle. High and low speeds. Weighs approximately 500 lb. Intended price, \$445.

### Paint for Radio Panels

*Electrical Merchandising, June, 1924*

The radio experimenter who is continually changing the hook-up of his set will be interested in a specially-prepared "Radiopaint" developed by the Insulation Products Company, 426 Plymouth Court, Chicago, to convert ordinary wood into a substitute for the more expensive insulating materials.

### Hair Dryer

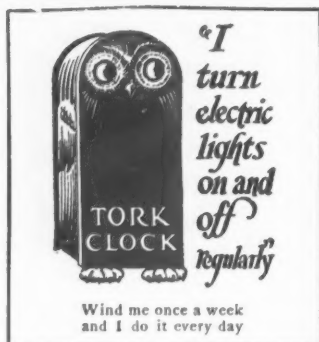
*Electrical Merchandising, June, 1924*

Specially designed for milady's use is the ivory-finished electric hair dryer manufactured by the A. C. Gilbert Company, New Haven, Conn. It is small and easy to use, weighs only 27 oz. and the handle is particularly made to fit a woman's grip. Hot or cold air is controlled by switch in the handle. Has universal motor for operation on a.c. or d.c., 110 volts. Intended retail price, \$9.45.



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Each item will fit a 3x5 in. standard filing card

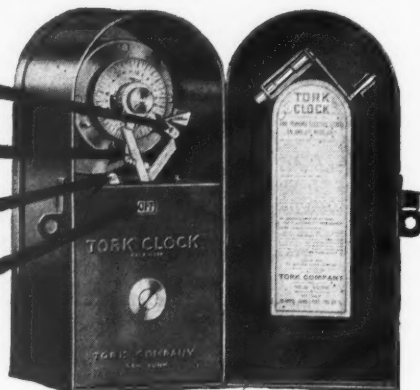
# Some things that count with the men who need Tork Clocks!



## Trimmed Windows and Window Trimming

TORK CLOCKS serve both

1. This lever is now set to turn lights *on* at 7 p.m.
2. This lever is now set to turn lights *off* at 11 p.m.
3. This lever may be used to turn lights *on* or *off* by *hand* without disturbing the arms on the dial.
4. The indicator shows whether the lights are *on* or *off*.



### So!

With a Tork Clock you have every facility for trimming windows whenever you please. You can turn the lights *on* or *off* as you wish. You know whether they are *on* or *off* even if the Tork Clock is located at a distance from the window. You do not need to readjust the dial or reset the clock.

### And—

Your trimmed windows will be lighted *regularly*. This is mighty important. Tork Clocks are built so that they will give useful service for many years and we maintain a standardized renewal service which makes it easy to maintain a Tork Clock in good condition indefinitely.

**See that your window lights are controlled by a Tork Clock.**

Tork Clocks are built for the Tork Company by the Ansonia Clock Company, makers of fine clocks for more than half a century. Tork Service insures long life and good performance at reasonable cost.

Complete illustrated bulletin will be sent on request.

**TORK COMPANY**  
8 West 40th Street, New York

## Valuable Selling Information

By special request we have prepared complete instructions for the Tork Clock store-to-store canvass which worked so well. Ask us for it!





## New Merchandise to Sell

(Continued from second page preceding)

### Violet Ray Outfit

Electrical Merchandising, June, 1924

The No. 20 violet ray set illustrated is a new product of the Shelton Electric Company, 16 East Forty-Second Street, New York City, replacing the No. 20 model formerly made by the company. The new set has three electrodes and is packed in a handsome silk-lined carrying case. Intended retail price, \$12.50.

### Floodlight Projector

Electrical Merchandising, June, 1924

For both indoor and outdoor areas where the light is to be thrown from 250 to 300 ft., the Western Electric Company, 100 East Forty-Second Street, New York City, has developed a new PS-2 floodlight projector. It consists of a hammered glass reflector in a cast aluminum housing, and an easily-operated focusing mechanism and universal joint give flexibility to spread and direction. Takes a standard 200-watt PS-bulb Sunbeam Mazda lamp. The new projector is one of the company's new line of seven "Davis" floodlighting units, including a searchlight, beam-lights and floodlights.



### Snap Switches

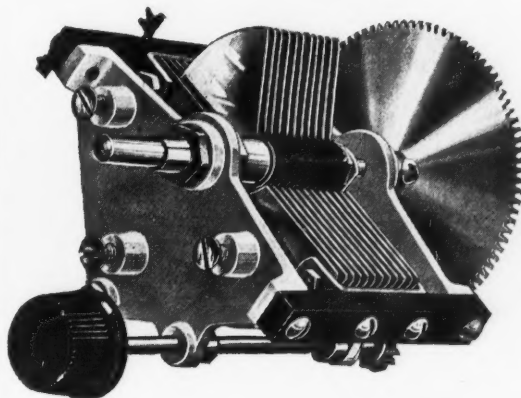
Electrical Merchandising, June, 1924

A complete line of 5-amp., single-pole snap switches has been added to the Weber line of wiring devices, distributed by Henry D. Sears, general sales agent, 80 Boylston Street, Boston, 11, Mass. These switches are of the conventional types with and without indicators, some having metal covers with black composition handles, and others porcelain covers with porcelain handles. There are also similar three-point switches.

### Vertical-Type "B" Battery

Electrical Merchandising, June, 1924

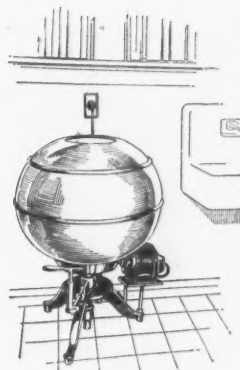
The National Carbon Company, New York City, has added to its radio battery line a new vertical-type 45-volt "B" battery. This new No. 772 battery fits in the battery space compartment of the new Radiola Super-Heterodyne, the manufacturer points out, and in any cabinet of other radio outfits which take the large-sized 45-volt "B" batteries.



### Condenser

Electrical Merchandising, June, 1924

A. W. Bowman & Company, 23 Church Street, New York City, has brought out a new "Airophone" low loss condenser, some of the prominent features of which are the soldering of the hard brass rotor and stator plates to secure the electrical effects of one solid mass of metal; the long-spring, self-cleaning bearing; the use of hard rubber, placed where the electrostatic field is not so great, to eliminate absorption and leakage in the insulation material; and the control of the vernier by high ratio gearing.



### Electric Dishwasher

Electrical Merchandising, June, 1924

The method of operation of the new electric dishwasher brought out by the Kehoe Company, Toledo, Ohio, is by centrifugal force, thus circulating a volume of hot soapy water among the dishes which are placed in a revolving holder. The machine has an aluminum bowl, with glass vision in the cover. The dish holder is made of galvanized steel and adequate connections are provided for water and drain. The floor space required for the installation of the dishwasher is 28 in. It is driven by a 1/4-hp. motor and operates from any convenient outlet. Intended retail price, \$135.

### Attachment Plug with Armored Cap

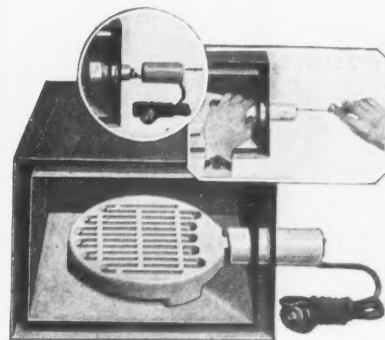
Electrical Merchandising, June, 1924

By armoring its standard attachment plug, the Beaver Machine & Tool Company, 625 North Third Street, Newark, N. J., has developed an unusually substantial-looking and durable attachment plug. Particular attention is directed by the company to the special design of the cap, the concave sides of which permit easy gripping to pull the two sections of the plug apart. The new plug may be obtained in two standard finishes—dull nickel and black nickel, the latter model being embellished with a bright copper-colored rim, lending distinction to the cap.

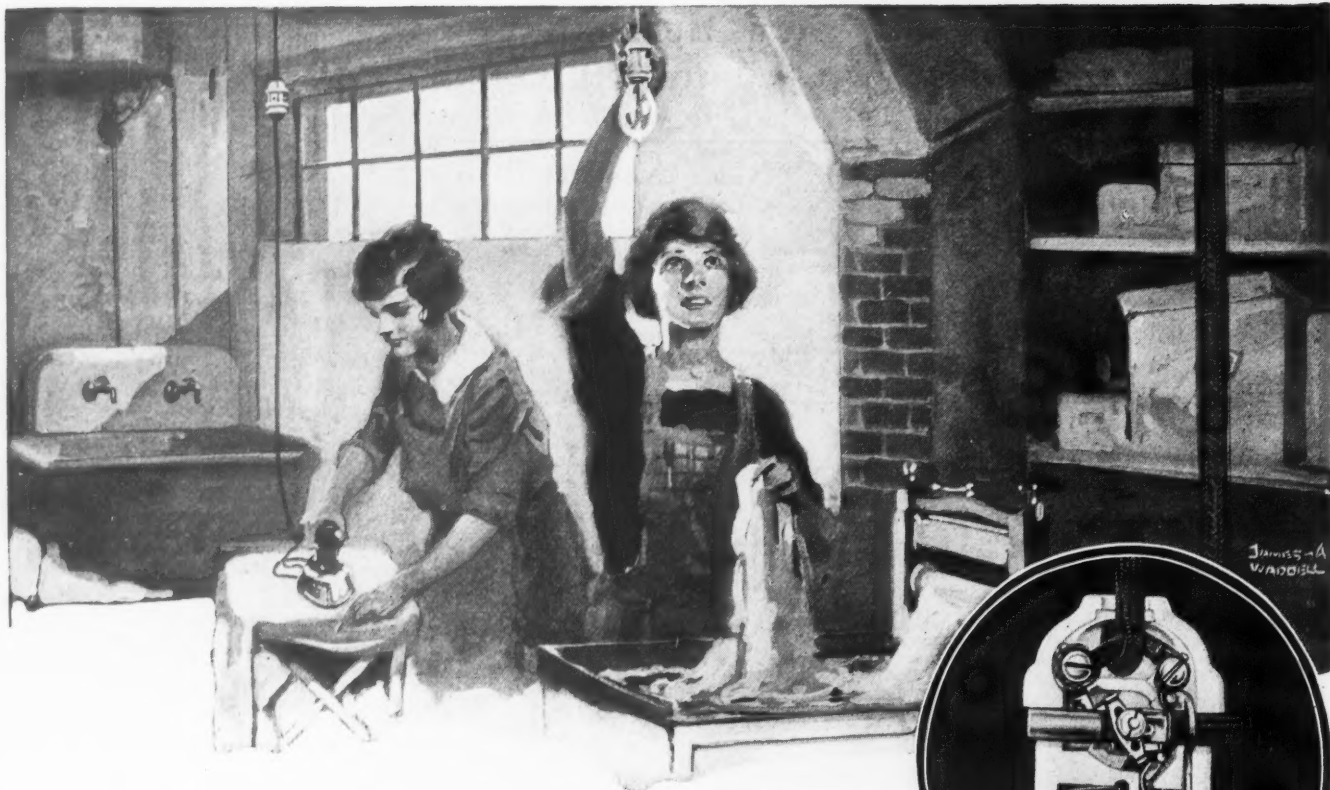
### Oven Adapter

Electrical Merchandising, June, 1924

Any oven may be converted into an electric oven by the use of a new device brought out by the Hanksraft Company, 2317 Winnebago Street, Madison, Wis. It consists of a heater which plugs into a special socket easily set in the oven wall with one screw, as illustrated. This 660-watt heater operates from any 110-volt lighting circuit and is recommended by the manufacturer for use with fireless cookers, enameling ovens, clothes dryers, water heaters and all types of chemical and physical laboratory ovens.



What's new on the market? These pages will tell you. ➡



## Built for the Job!

*Beauty and Utility Are Combined  
in This Better Porcelain Socket*

There are many places where nothing else will do—where safety and service demand a husky, completely insulated socket with a real switch mechanism that can “break” a few amperes now and then.

The C-H 7400 was designed for this—to combine better construction with greater beauty. Its indicating push button snap switch mechanism has a rating of 660 watts at 250 volts—ample for all heating devices. It is built to give years of heavy duty service with unchanging good appearance and full protection over its entire life.

The whole device is built complete with switch mechanism, screw shell and man-sized binding posts all secured to one half of the casing. Cord connections are quickly and easily made and the other half of the casing replaced and held by one screw.

*Order by Catalog number from your electrical supply jobber*

**THE CUTLER-HAMMER MFG. CO.**

*Switch and Specialty Department*

*Works: MILWAUKEE and NEW YORK*



*The push button mechanism is distinctly Cutler-Hammer. Originated and pioneered by these internationally known engineers it has become universal in application. It provides safer and more enduring construction, and indicates “on” and “off” distinctly. Only one hand is required for operation. The C-H trade-mark identifies the genuine.*



# PORCELAIN SOCKETS





## New Merchandise to Sell

(Continued from second page preceding)

### Combination Phonograph and Radio Outfit

*Electrical Merchandising, June, 1924*

The "Queen Anne" cabinet illustrated houses a phonograph and radio set,—a push or pull of the lever controlling each operation. The radio unit is a four-tube non-regenerative radio frequency set. Intended retail price of the "Lady Churchill" model, without tubes and batteries is \$280. Manufacturer, Emerson Radio Corporation, 307 Sixth Avenue, New York City.



### Electric Windshield Cleaner

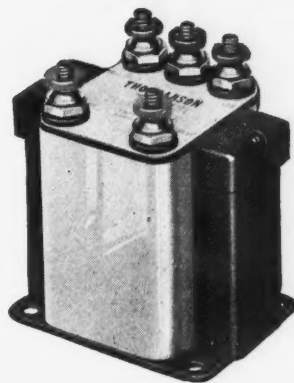
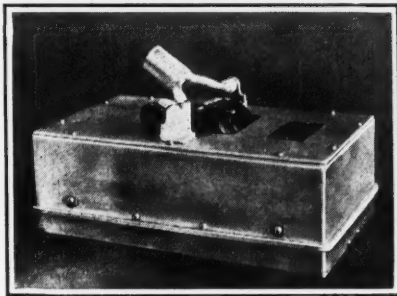
*Electrical Merchandising, June, 1924*

The poetic spring rains bring no joy to the heart of the automobile driver who must be continually wiping the windshield to give him a clear view for safe driving. The electric windshield cleaner made by the Stewart-Warner Speedometer Corporation, Chicago, will be found of distinct service in all seasons. It is driven by a slow-speed electric motor, with extra large armature, and is not dependent upon the automobile motor for power, for the power is supplied by the storage battery of the car. Intended retail price, \$7.50.

### Floor Waxer and Polisher

*Electrical Merchandising, June, 1924*

The universal motor of the Model K "Sun" floor polisher made by the Canadian Electric Floor Waxer & Polisher Company, Ltd., 22 Dundas Street, West, Toronto, Ont., drives two cylindrical brushes, one at each end of the machine. The machine is made of aluminum and is extremely light in weight, making it unusually adaptable for use in the home.



### Radio Frequency Power Amplifying Transformers

*Electrical Merchandising, June, 1924*

To provide high power amplification for the operation of loudspeakers, the Thordarson Electric Manufacturing Company, 500 West Huron Street, Chicago, Ill., has brought out its new push-pull power amplifying transformer designed for use in third-stage audio frequency amplifiers. Intended retail price per pair, \$13.

### Electric Wringer

*Electrical Merchandising, June, 1924*

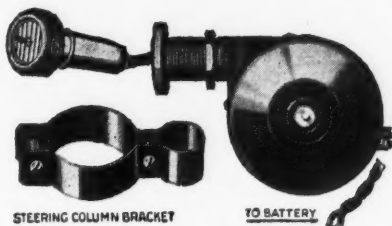
For use with washing machines not equipped with power wringers or as an auxiliary in laundry equipment in homes, hotels, clubs, etc., the Lovell Manufacturing Company, Erie, Pa., has developed a portable swinging wringer which may be swung to any position over a washer or stationary tub.



### Electric Cigar Lighter for Automobiles

*Electrical Merchandising, June, 1924*

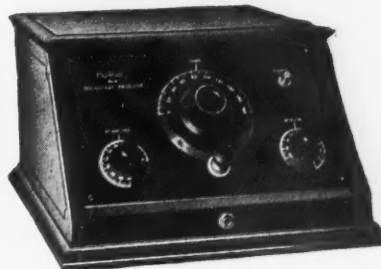
Designed for mounting on the dash or steering column, for 6-8-volt circuits—or 12-16-volt circuits when so requested,—the electric cigar lighter made by the Grigsby-Grunow-Hinds Company, 4540 Armitage Avenue, Chicago, is of the reel or cord-winder type, the length of cord being sufficient, it is declared, to reach all the occupants of a 7-passenger car. The current is automatically turned on when the lighter is pulled out of casing and switched off when returned to the casing. Intended retail price, \$5.



### Five-Tube Radio Set

*Electrical Merchandising, June, 1924*

The circuit of the new MA-18 Murad receiver made by the Murad Laboratories, Inc., Asbury Park, N. J., includes two stages of radio frequency amplification, detector and two stages of audio amplification. It employs only one tuning dial and, it is declared, uses about 12 milli-amp. Intended retail price, including five socket adapters for dry battery tubes, \$110.



### Electric Engraving Machine

*Electrical Merchandising, June, 1924*

By engraving initials, names or any desired mottoes on fountain pens, pocket knives and other novelties, the sale of these articles is greatly stimulated, says the Engravograph Corporation, 90 West Street, New York City, the manufacturer of an electrically-driven engraving machine. This machine may be operated by the most unskilled worker for it is automatic and stops when the engraving of the article inserted in the receptacle or holder has been completed. It may be attached to any ordinary electric light socket and is 18 in. long, 9 in. wide, 10 in. high and weighs 60 lbs.

### Noiseless Telephone

*Electrical Merchandising, June, 1924*

A type of telephone that is operated by the mechanical vibrations of the larynx and which is said to be quite insensitive to outside sound waves is the "Laryngophone" developed by the Telephone Manufacturing Company, Hollingsworth Works, Martell Road, West Dulwich, London, S. E. 21. No extraneous noises, it is declared, can be picked up by the transmitter, which is applied to the side of the throat and the voice of the speaker is thus carried to the end of the line. The instrument is especially adapted for use in machine shops and other noisy places, in sea-craft communication between the bridge, engine-room and other parts of the ship as well as by deep-sea divers and in smoke helmets by fire and mine rescue brigades.

Continued on second page following, for your convenience in clipping and filing.  
Each item will fit a 3 x 5 in. standard filing card

STANDARD SINCE 1895

WEBER DEPENDABLE  
WIRING DEVICES

Pulls Chain

Locks Garage, Walks to House

Light Goes Out



A Weber Dependable  
Wiring Device that  
will make money  
for the Dealer

"Put one where you wish  
there was a switch"

ASK YOUR JOBBER FOR TRADE PRICES

**HENRY D. SEARS**  
General Sales Agent

WEBER DEPENDABLE  
WIRING DEVICES

PULL for "OFF"

Price  
**\$2.00**  
each

25¢ extra for Radium  
Luminous Pendant.

PULL for "ON"

STYLE 1550 FOR 25 WATT LAMPS  
STYLE 1551 FOR 40 AND 50 WATT LAMPS

PAT. JAN. 20, 1920.

PULL for "OFF"

Price  
**\$1.50**  
each

PULL for "ON"

STYLE 1560 FOR 25 WATT LAMPS  
STYLE 1561 FOR 40 AND 50 WATT LAMPS

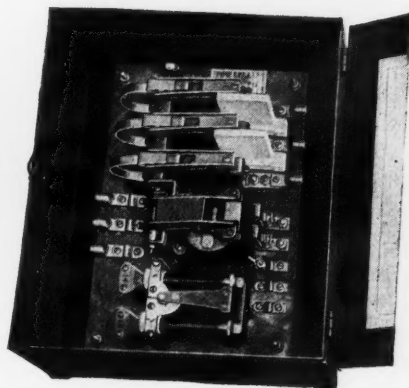
80 BOYLSTON STREET  
BOSTON II, MASSACHUSETTS

District Sales Representatives in  
New York Philadelphia Detroit Chicago  
San Francisco Seattle Los Angeles



## New Merchandise to Sell

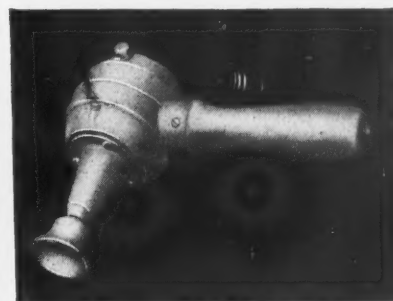
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### Motor Starter with Side-Arm Switch

*Electrical Merchandising, June, 1924*

The Monitor Controller Company, Baltimore, Md., has incorporated in its Thermaload starters its standard side-arm switch, in place of the special switch previously used. The closing magnet is located between the line switch and the thermal element but no change has been made in the thermal relay, the company declares. These starters are used for starting polyphase induction motors, up to 3 hp., 110 volts and 10 hp., 220, 440 and 550 volts, by connecting them across the line, giving full-voltage, full-current and full-torque start.



### Rotary Motor Vibrator

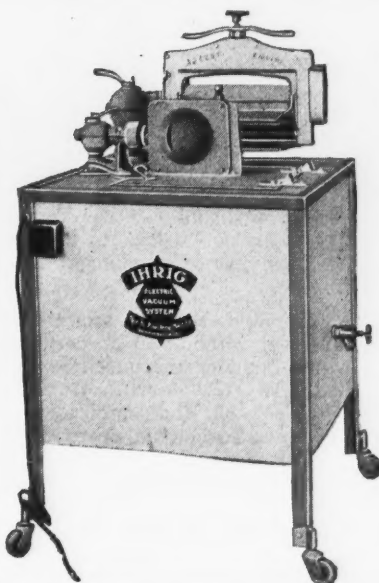
*Electrical Merchandising, June, 1924*

The third unit of the Ivory-finished trio of boudoir electrical devices is the vibrator illustrated, made by the A. C. Gilbert Company, New Haven, Conn. It comes complete with three applicators, brush, button and cup and uses circular vibration in massaging. It weighs 24 oz., has automatic oiling system and universal motor, operating on 110 volts, a.c. or d.c. Listed at \$6.75.

### Vacuum-Type Washer

*Electrical Merchandising, June, 1924*

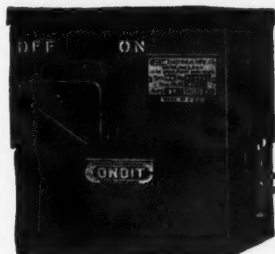
When the housewife wishes to wash only a few articles of clothing at one time and finds it inconvenient to use the entire six-sheet capacity of the "Ihrig" washer, made by the Pine-Ihrig Machine Company, Oshkosh, Wis., a pail placed under the vacuum cup, the manufacturer suggests, saves the necessity of supplying enough hot water to fill the entire tub. A special heat-retaining cover and air chambers between the tub and cabinet, it is pointed out, keep the water hot for hours. Oversize 1-hp. motor. Four-position safety wringer, furnished in either aluminum or wood.



### Radio Ground Connection

*Electrical Merchandising, June, 1924*

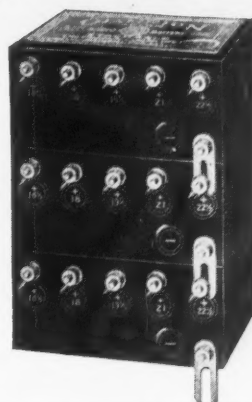
The Hastings Electrical Manufacturing Company, 366 Broadway, New York City, has brought out a new radio ground connection which provides a spiral spring to clamp around the ground pipe. To apply the ground it is only necessary to scrape the paint off the water or steam pipe at one point, and the ground clamp can be applied without the use of tools and without soldering. Retail selling price, fifteen cents.



### Motor Starter

*Electrical Merchandising, June, 1924*

For motors not exceeding 5 hp., 600 volts, the Condit Electrical Manufacturing Company, South Boston, Mass., has designed its Type N-4 oil motor starter, manually-operated or with push-button control.



### Radio "B" Battery

*Electrical Merchandising, June, 1924*

"If more voltage is desired, just add on more batteries—one on top of the other, and connect them together with the connector provided with each battery," says the Champion Carbon Manufacturing Company, Cincinnati, Ohio, manufacturer of the "Ad-On" stackable "B" battery. Each battery, it is declared, is a complete 22½-volt "B" battery unit in itself. It is equipped with one negative tap and connector and five positive taps, giving 16½ to 22½ volts in 1½ volt steps. Four "Ad-On" batteries, the manufacturer points out, will give 90 volts with 20 voltage taps; it will be 9-in. high and will occupy the same table space as one small 22½-volt battery. Intended retail price of small size is \$2.25; large size, \$3. No. 30A, 45-volt battery, \$6.

### "Delayed-Action" Pull Switch

*Electrical Merchandising, June, 1924*

A "polite" lamp socket is the Weber delayed-action pull switch, the "Staylit," formerly made by the Tremont Products Company whose business has recently been taken over by the Weber organization, represented by Henry D. Sears, general sales agent, 80 Boylston Street, Boston 11, Mass., for, says its new manufacturer, "it waits for you to go out first!"

In the overwhelming number of inadequately wired homes, where many steps must be taken in the dark after the lights have been switched off, a great service will be rendered by the "Staylit" socket for the light will not go out for a minute or two after the cord is pulled. The switch is made in two styles and in 25-watt and 40- and 50-watt sizes. Styles 1,550 and 1,551, in the brass shell model, are intended for sale at \$2 while No. 1,560 and 1,561, in the candle-tube model, are listed at \$1.50.



### Electrical Shaving Device

*Electrical Merchandising, June, 1924*

An electrical razor and vibrator are combined in the shaving device brought out by the Electrical Shaving Device Company, Spring Valley, Ill. Any standard straight edge or safety razor blade may be used and the machine is so simple, the company declares, that a child can insert the blades and proceed with the shaving. Although the device massages as it shaves, it may be used as a vibrator only, by attaching the rubber applicator which is part of the equipment. Operates on any 110-volt a.c. circuit.

File these items on 3x5 in. cards every month, to keep your stock index up to date.

## One Million Plus Electric Curling Irons Sold in 1923

At the suggestion of several manufacturers, *Electrical Merchandising* has just conducted a resurvey of the production of electric curling irons made during 1923. It has been pointed out that the manufacture of these devices reached a very large volume, having been swelled tremendously by the quantities of "dollar" curling irons placed on the market.

Following are the individual estimates by qualified manufacturers of the total of electric curling irons sales for 1923:

Total Number, 1923	Average Price
1,000,000 .....	\$1.50 to \$2
1,000,000 .....	\$1.25
1,500,000 .....	\$2
1,200,000 .....	\$2

Expected sales of electric curling irons for 1924, are:

Total Sales Expected, 1924	Average Price
2,000,000 .....	\$1.50
1,000,000 .....	\$1.10
1,500,000 .....	\$1.50
1,800,000 .....	\$2

## Wiring Development to Be Pushed by S.E.D.

F. M. Cockrell, formerly promotion manager of McGraw-Hill Company, Inc., and a member of the sales staff of *Electrical Merchandising*, and more recently manager of the industrial department of the Campbell-Ewald Company, advertising agency, has joined the staff of The Society for Electrical Development. Mr. Cockrell is a graduate electrical engineer and was at one time Chicago publicity manager of the Westinghouse Electric and Manufacturing Company. He will supervise the program for the development of more adequate wiring and will bring to this important branch of the activities of the Society long experience and specialized training.

## Electrical Display at British Empire Exhibition

From all parts of the British Empire, Canada, New Zealand, Australia, Africa and India, and from America, too, visitors will be streaming this year to Wembley, in England, the site of the British Empire Exhibition, held from April to October.

Great care has been given to the electrical displays, from commercial power and lighting exhibits to electricity in the home. An announcement reads: "To the housewife the wonders of the Palace of Engineering will be an endless source of interest. Apart from the huge engineering exhibits there will be a host of electrical appliances for labor-saving in the home, which will provide her with ideas to put into operation as and when the occasion offers."

The Buckeye Electric Division of the National Lamp Works of the General Electric Company has opened a branch



From the bone-rimmed glasses, it is impossible to judge the occupation of the above three gentlemen, the early rights of editors to such paraphernalia having been long since abandoned. There is one distinguishing mark, however, which places them indisputably in the electrical industry—they are smiling. They are, from left to right, F. H. Woodward, general sales manager of the Great Western Power Company, Sam Russell of the H. B. Squires Company and Arthur R. Pierce, owner of the Wholesale Electric Company. All are from San Francisco and all wear the little red Smiles button of the Courteous Service Club.

office at 4838 Grand Central Terminal Building, New York City. C. S. Bucher is district manager in charge of this branch.

The Chicago Fuse Manufacturing Company has announced a reorganization which includes the purchase by its president, W. W. Merrill, of the remaining block of stock held by A. D. Dana of New York City, until recently chairman of the board, who has been inactive in the management of the company's affairs for a number of years. The capital stock has been changed, it



W. S. ("Bill") Berry, San Francisco manager of the Western Electric Company, was not quite quick enough with his smoke screen to avoid the enemy photographer. "Bill" was on his way to take part in a jobber-dealer baseball game at the time the picture was snapped, indicating that the recent change in his title from salesman to manager of the San Francisco office has not in any way changed his appreciation of good sport

is announced, from 7,500 shares of \$100 par value to 60,000 shares of no par value. Thirty thousand shares were sold to the public, including company employees. The active management of the company will remain the same and there will be no change in policies or methods.

The Short Electric Manufacturing Corporation, Penn Yan, N. Y., manufacturer of "Pliaduct" non-metallic conduit, announces the appointment of Hatheway & Company, 16 Hudson Street, New York City, as its representative in the territory east of the Mississippi. Popkin Bros., of Detroit, will assist the company in Michigan and Ohio and the James E. Gleason Company, Chicago, in Indiana, Illinois and Wisconsin. The appointment of Dyer & Motherwell, Arcade Building, St. Louis, as agents in the eastern half of Missouri and the southwest is also announced.

Jones-Beach & Company, Philadelphia, has recently purchased a large and modern concrete building of five stories which it will occupy in the course of two or three months, on the northeast corner of Seventh and Wood Streets. A large portion of adjoining land was also purchased, says the company, to provide for future expansion.

The Benjamin Electric Company is increasing its outside sales force by the addition of a number of junior salesmen in the larger districts, under the direct supervision of the district manager. "These junior salesmen," says the company, "will augment the activities of the main sales organization, thereby assisting us in maintaining a more intimate contact and relationship with the trade and increasing the service which is being built up for and in behalf of the selling, specifying and installing men in the industry."

The Associated Lighting Equipment Salesmen have joined the National Association of Traveling Salesmen, it is announced, and all members of the former organization are automatically enrolled in the Traveling Salesmen's Association and will be supplied with membership cards without the payment of an additional membership fee.

J. J. Thompson has been appointed manager of the electrical appliance division of the Swords Electric Company, Rockford, Ill. This company has recently added to its line the "American Beauty" washer made by the Getz Power Company, Morton, Ill.

J. W. C. Price has been appointed New York district manager for the Hart Manufacturing Company, Hartford, Conn. The New York Office is located at 50 Church Street.

H. W. Stansbury & Company, Inc., Audubon Building, New Orleans, La., has been appointed by the Killark Electric Manufacturing Company as sales agent for the Killark line in Louisiana, Mississippi and Alabama.

R. F. Sparrow & Company, Chicago, has moved to new quarters at 217 North Des Plaines Street, where, it is announced, a large stock from each of its factories will be carried.



# The Home Electrical

Section of *Electrical Merchandising*

In Three Sections  
Section Two



*Electrical Comforts for Hot Summer Days*



### *Refreshing the Spirit of Youth*

We wonder sometimes as we watch the joyous dancing of some gay young sprite in a hot theatre on a summer night, how even youth can rise above such weather. This charming picture of Lina Basquette, 17-year-old premiere danseuse of the Ziegfield Folies, gives at least one of the secrets. Electric fans carry cool breezes down into the green rooms, and all the principals today are provided with this bit of comfort, because it freshens their spirits—just as it does for the rest of us at home.



# Electricity Adds to the Joy of Summertime

*It gives a little more ease,  
a little more comfort,  
a little more time to play*



WINDOWS open, furnace shut down and forgotten, heavy coats, gloves and overshoes put aside, children romping in and out, warm weather sounds floating through the window, a general relaxation all around, a hankering to play and take it easy. That's summer time! And what a change comes over the daily life in everybody's home!

Little comforts about the house seem to mean more than at other seasons. There is luxury in saving steps and lightening the work of things that must be done. There's joy in a cool breeze, right where you are, on a sultry day; in preparing luncheon there on the table, instead of in the kitchen; in serving tea out on the porch without bother at the stove. It means a lot to every woman and to every man to possess and to really enjoy all these little extra super-comforts that electricity contributes to the modern home.

Work there must be in the summer-time, in every household, but it has lost its old-time burden since there are electrical appliances to sweep the floors, to do the dishes, to wash and iron the clothes.



It was the down-right drudgery of dragging through all this unescapable work by hand—day in, day out—with never-ending weariness, that for so long has made the "dog days" a nightmare in the kitchen; and spoiled for all the family so many hours that ought to have been spent in rest and contentment. But all that is past today in the home that is electrically equipped.

Summer-time! That ought to be the season of enjoyment in the home, unmarred by any pall of housework and graced with many little comforts that add wholesome pleasure both to the busy and the leisure hours.

And it is not hard to have it so now-a-days. For an adequately wired house, equipped with all the different electrical labor-saving and comfort appliances is all you need. Our mothers and fathers suffered the weariness of summer housework and sweltered through the sultry nights because there was no other way. We of this generation are fortunate indeed.



Carmel Myers, the movie star, enjoys her electric refrigerator for the same reason you would enjoy yours—because it's always clean and sweet and never any trouble.



A few minutes every day with a suction sweeper keeps a clean house clean all summer, without any long housework.



## Summer Housework

WORK is fun when results are gained quickly and in the right way. That's why electrical housekeeping appliances are so popular today. For they have banished the tediousness of housework and substituted methods that appeal to a woman's intelligence and pride.

There is nothing like the electric fireless cooker for summer cooking, because you can put your food inside, turn on the current for a short heating, and go off and play till dinner time.



The ideal heat for summer cooking is electricity. That's why the cook in the kitchen of Eddie Rickenbacker, famous "ace" of the air service during the war, uses the electrical side of her combination range.



"Come out of the kitchen" is the best of all advice to the housewife in summertime. She can, if she uses an electric grill—at least for breakfast, lunch and supper.



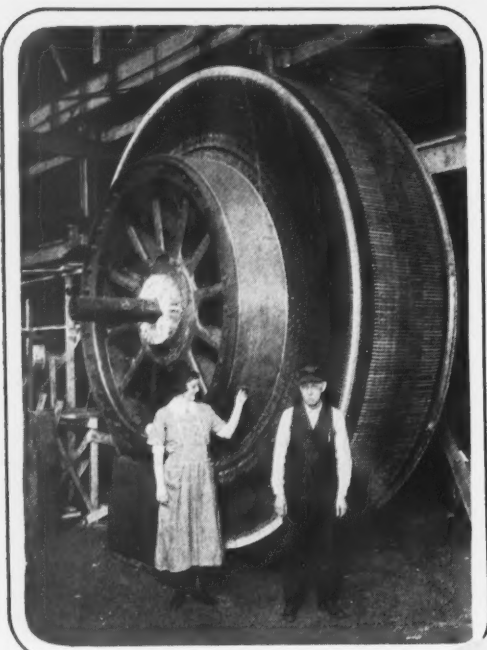
## How Can Be Enjoyed

is fun when  
s are going  
y and doing  
That's what  
al housewife  
popular today.  
ve banished  
lly all the  
nd substantial  
t appeal man's  
and pride.

The warmer the weather the more summer frocks and white things there are to wash—but it doesn't matter much if an electric washer does the work.



Electric fireless  
se you can  
current for  
and play till



The largest and the smallest motor armatures in the world. The large one has just been made for the steel mill at the Ford plant and weighs 96,000 lbs. The other which the girl is holding, weighs 6 1/4 oz. and is used in a small blower.

This is a new electrified yacht, the "Wanderer." It is owned by R. W. Allen, and has just sailed away across the sea. She hoists her sails by electricity and is equipped with all the modern electrical labor-saving and comfort appliances.



Even the circus elephants believe in it today! And the Ringling Brothers have installed a lot of fans to keep 'em cool and contented when the weather's hot.

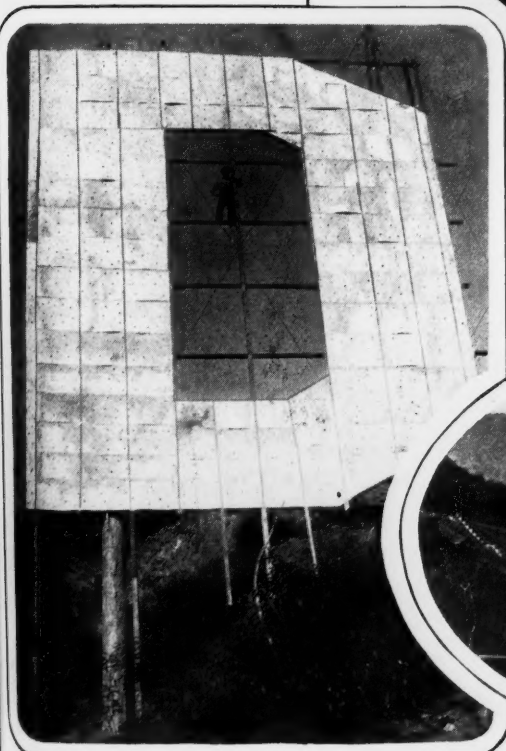




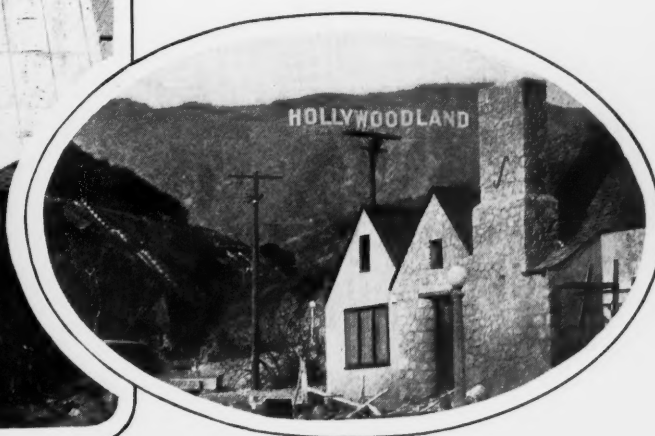
# "Electrical America"

*At sea and on shore, at work and at play, we turn today to electricity as the universal servant of man*

Floodlight upon a national shrine. The apse of the National Cathedral at Washington, the realization of George Washington's dream, now in the early stages of erection on Mount St. Alban. Woodrow Wilson lies buried here.



Where romance reigns in the world of movies, the biggest of all electric signs, now shines out upon the mountainside as you look up from the valley across Hollywood. The letters are 45 ft. high, and the entire sign is nearly one-quarter of a mile in length. Four thousand lamps are used.



## Electricity with the "Headliners"



The fair Virginia Valli of the movies, star in "A Lady of Quality," registers peace, contentment, satisfaction and rapt attention as the sweet strains of something good from "Station J-O-Y" come flowing out of her radio loud speaker.

Mrs. Curtis D. Wilbur, wife of the new Secretary of the Navy, shows how old-fashioned folk and new-fashioned house-keeping appliances can work together. Her household is equipped with many electrical labor-saving appliances and she prefers doing her own work to worrying over a servant.

This is the pallophotophone that records the voice and preserves it for posterity, and here are (left to right) General Harbord, president of the Radio Corporation of America, C. A. Hoxie, General Electric Company, the inventor, and David Sarnoff, vice-president and general manager of the R. C. A. "canning their voices" on a film for their great-grandchildren, and talking it over.



When it is hot Corinne Griffith, in the movie studio, puts on the filmiest thing she has, sends her maid for an ice cream cone and starts the electric fan. It looks effective.



Home Electrical, Copyright, McGraw-Hill Co., New York City



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